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PRINTERS' INK.

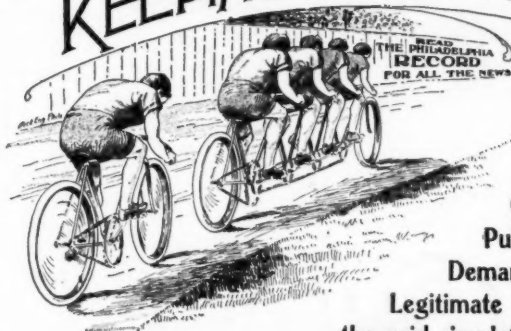
A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCC ST., NEW YORK.

VOL. XXIV. NEW YORK, SEPTEMBER 14, 1898. NO. II.

Books open
TO ALL

KEEPING THE PACE



Of the
Public's
Demand for
Legitimate News,
the paid circulation of

The Philadelphia Record

for August, 1898, averaged 199,351 copies daily, and the rate
to advertisers is but 25c. per line.

The Sunday average was 157,773 copies; rate 20c. per line.

THE RECORD PUBLISHING COMPANY,

A miniature "Record" to all who make request.

Philadelphia.

Six Million Readers

Twelve
United
States
Mail
Cars
Required

to
Move
a
Single
Issue
of

COMFORT



Over
Sixty
One
Thousand
Post
Offices
Regularly
Reached
Each
Month
by

COMFORT

COMFORT

THE KEY TO

A Million and a Quarter Homes

It has the largest sworn circulation of any publication of any kind, anywhere.

For rates and any further information regarding circulation, scope, etc., apply to any advertising agency or to

W. H. GANNETT, Publisher,

AUGUSTA, MAINE.

Boston:
John Hancock Building.

New York:
Tribune Building.

Chicago:
Marquette Building.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXIV.

NEW YORK, SEPTEMBER 14, 1898.

NO. 11.

IN FOREIGN COUNTRIES.

By C. C. Schnatterbeck.

In China the English medical concerns show much perseverance in an advertising way in the leading cities. Among these are the makers of Clarke's Blood Mixture; Dr. J. Collis Brown's Chlorodyne; Edwards' "Harlene" for the hair; "Lanoline" toilet preparations; Holloway's Pills, and Edmondson's superior Leeds dress fabrics. A little advertising is also done in this country by the Societe Anonyme de Travaux (constructors and operators of railways and tramways) of Paris, France, and by the makers in Switzerland of "Milkmaid" condensed milk. Two American firms may be seen advertising rather extensively: the Cuticura Soap people and Montgomery Ward & Co. of Chicago.

In South Africa, especially in the city of Johannesburg, one may see extensive advertising by British concerns, and among these are the makers of Blair's Gout Pills, Carrick's Soluble Food, Keating's remedies for colds and other ills, Dr. Roberts' Poorman's Friend Ointment, Steedman's Soothing Powders and Beecham's Pills. The American firm of Montgomery Ward & Co. also advertises, and as is rather unusual, the Beethoven Organ Company of Washington, N. J., carries a good sized card in one of the leading publications.

In Australia advertising is of a cosmopolitan character. The Fraser & Chalmers firm, large mining machinery manufacturers, do considerable advertising, as does also the Fried. Krupp Grusonwerk of Essen, Germany. Here we also see the ads of the Pulsometer Engineering Company of England, Beecham's Pills and several leading American concerns. Of these I note the Parke & Lacy Company, of San Francisco, machinery manufacturers; and the Evans Chemical Company of Cincinnati, Ohio, makers of the celebrated Big G medicine. I also see that Townsend's Sarsaparilla is ad-

vertised in Coolgardie; this is a Brooklyn, N. Y., product, and is said to have been in use for over 50 years.

In India little foreign advertising is done outside of that placed for British manufacturers.

In Germany few American concerns advertise, and of these I note Jenkins Brothers, of New York, valve manufacturers, carry a card in one of the leading Berlin trade publications.

In Holland, in the city of Amsterdam, several American phosphate companies advertise rather extensively. Among these are the Dunnellon Phosphate Company, of Florida. Other phosphate concerns are the Constantine Company, of Leith, Scotland, and the Compagnie Generale des Phosphates de la Floride, of Paris, France, and Ocala, Fla. The Link Belt Engineering Company, of Philadelphia, also advertises in Amsterdam, and the Fried. Krupp Grusonwerk, of Germany, does likewise. Little newspaper advertising is done in this country by tradesmen of Great Britain.

In Italy, in the city of Milan, several leading German electrical companies advertise widely. There is the Allgemeine Elektrizitats Gesellschaft of Berlin, the Maschinenfabrik Oerlikon and the Actiengesellschaft Elektrizitatswerke. The "Wells" light people in England and the Wilson Brothers Bobbin Company also carry cards in leading trade publications, while the Chicago Rawhide Manufacturing Company is one of a few American concerns catering to Italians.

In Spain I notice a number of British firms are looking for trade, but the German concerns seem to predominate the foreign element. Of these the electrical makers carry the best advertisements, and in this group may be classed Schroeder & Co. and the Siemens & Halske Company. Adolf Bleichert & Co., tramway constructors, do quite some advertising in Madrid papers. The Americans have apparently abstained from this field.

In England the following American

concerns are represented: The Ingersoll-Sergeant Drill Company, of New York; Fraser & Chalmers, of Chicago; Gates Iron Works, Chicago; Phosphor Bronze Company, Philadelphia; Berlin Iron Bridge Company, East Berlin, Conn.; Bement, Miles & Co., Philadelphia (metal working machine tools); E. P. Allis Company, Milwaukee, Wis. (engines, etc.); Michigan Lubricator Company, Detroit; McNeal Pipe and Foundry Company, Philadelphia. The Fried. Krupp Grusonwerk, of Germany, also advertises extensively, especially in the engineering papers. I may add that several trade papers that circulate in the East have many hotel advertisements, especially from the mining regions of South Africa.

In France the city of Paris has quite a class of foreign advertisers, especially from Great Britain and the continent of Europe. American machinery manufacturers appear to be doing little advertising in this territory.

There are other countries in which business is sought by foreign traders, but as yet Americans are progressing slowly outside of the countries named above. Doubtless within the next few years we shall see a material increase in our exports of machinery and supplies, and so this field ought to be encouraging to home manufacturers. Of course, to attain further progress the Vankees must push their advertising.

OPINIONS FROM SING SING.

PRINTERS' INK of August 10th contained a long list of the best advertisers in the country. The first three on the list are Munyon, Royal Baking Powder Company, and Hood's Sarsaparilla. But in all the names that of the once famous Brandreth's Pills does not appear. Neither does Allcock's Porous Plasters or Salvacea, all manufactured in this town. Twenty-five or thirty years ago Brandreth's Pills were in everybody's mouth, as it were, and their virtues were to be read about in almost every country paper. Of the list in PRINTERS' INK, not one of them was in existence when the Brandreth people stopped advertising; now they are, nearly every one of them, making millions of dollars a year for their proprietors, because they advertise in the mediums that go into the hands of the masses of the poorer people of the land. Allcock's Porous Plasters and Salvacea are advertised in the magazines, but almost every person knows that magazine readers are not patent medicine buyers, and every dollar spent in advertising patent medicines in them is thrown away.

The celebrated and at one time world-famous Brandreth's Pills are not advertised at all now. They are worth their weight in gold, and a box of them is worth a ton of other pills; but they are not advertised, and the younger generations do not know anything about them.—*Sing Sing (N. Y.) Democratic Register.*

THE ABUSE OF ADVERTISING.

A crusade to which all who have even the most meager conception of the artistic and beautiful will lend a willing indorsement has been inaugurated by Dr. G. Alder Blumer, an honorary member of the Society for the Correction of the Abuse of Public Advertising. This society, as its name implies, has for its object the extermination of certain methods now employed in advertising and the improvement of others. Its headquarters are in London, Eng., and there are thousands of honorary members in the United States and in the European countries. It is commonly known as the Scapa, a title formed by the initials of its longer name. The special phase of advertising against which Dr. Blumer's effort is directed is that which greets the eye on every side on a ride in the country or the suburbs of the city—the various signs displayed on the fence boards and convenient surfaces of barns and other buildings. Dr. Blumer began at home some time ago by removing or causing to be removed the signs on the fences bordering the highway running from Whitesboro over Hart's Hill to Clinton and on the road branching off to New York Mills. He has his summer residence on Hart's Hill and with but little effort has succeeded in ridding the streets referred to of the offensive fence signs. He has now obtained the consent of nearly all of the residents between Yorkville and the end of the Whitesboro street pavement in this city, allowing him to have the signs there removed and substituted by small tin placards forbidding the posting of advertisements on the premises. This consent in all cases was freely given, and in some instances Dr. Blumer was hailed as a benefactor, one man stating that when younger he had kept his farm free from the ads, but that he had grown too old to look after it, and would be only too glad to have a tin sign put up which would put an end to the nuisance. The consent of the people owning property fronting on the same street from Yorkville to Whitesboro will now be obtained, and it will not be long before one may ride from Utica to Whitesboro without being offended with such incongruities in the landscape as those now existing there. It is unnecessary to say that all who ride or walk through this much frequented thoroughfare will appreciate the change and hope for its introduction throughout this section of the State at least.—*Utica (N. Y.) Press.*

EVEN IN SOUTH AFRICA.

F. G. Pohndorff, who is general manager of the great Royal Baking Powder Company, is in the city renewing old acquaintances. Mr. Pohndorff belongs to a firm which believes in newspaper advertising, judging from the fact that it does more of it than any other business house in the world. "When I tell you," said Mr. Pohndorff, "that we advertise in three hundred and ninety-six South African newspapers alone, you will understand our system. It includes practically every paper in the world, and would take me a week to give you a full explanation of it. We get a copy of every issue of every paper, and notify the publishers if there are any mistakes, however slight, in spelling or form."—*Los Angeles (Cal.) Herald.*

BECAUSE a crude, ungrammatical and poorly constructed advertisement is sometimes a paying one is no reason for making all advertising on those lines. In advertising, the best literary ability, with good, sound common sense, a thorough knowledge of the needs of people whose trade is desired, and of the goods that they are to be asked to buy, is essential to good advertisement writing, although sometimes a writer may lack some of these essentials and do passable work.—*Lowell (Mass.) Courier.*

HOTEL ADVERTISING.

By Sam E. Whitmire.

For the last two months I have been in the South on the lookout for war news for a daily newspaper published in New York, and from Asheville, N.C., to Tampa, Fla., I have noticed in every hotel where I stopped advertising matter telling about the Armstrong Hotel in Rome, Ga., so when I arrived here I thought I would see who was behind all of this hotel publicity. Rome is a beautiful little city in the mountains of North Georgia, with two daily newspapers, the *Tribune* and *Hustler*, and five weeklies. There are four hotels here, but you would think there was but one, if you went by advertising, for the Armstrong is the only progressive hostelry. I met Mr. A. W. McCall, one of the proprietors. He

homes at much less expense. One by one men with families came in to investigate my claims. I convinced them that my statements were truthful, and to-day more than twenty Rome families, or fifty-six regular local guests in all, are with us. They closed their homes and say they much prefer the kind of living we give them."

"How do you advertise for transient trade?"

"I use the daily papers in Atlanta, Ga., Chattanooga, Tenn., and other nearby cities. I also keep nearly all of the hotels in the South supplied with neat blotters bearing my ad and cards to put in racks so the traveling men will pick them up. I find that all of these methods pay. There are many ways of attracting attention to a hotel, just as there are to a store, and the sooner

THE ARMSTRONG HOTEL.

ROME, GEORGIA.

DEAR SIR:

If you are coming away from war will likely be, we would like have a large, cool hotel, situated assuage you of a pleasant visit. roads in and around Rome, and the dais, parlors and dancing halls, a veniences. We are located on the Railroads, and only sixty miles the army of the United States is being mobilized. The C. R. & S. will run an excursion train at 7 o'clock every day from Rome to the Park, returning at 7 in the evening, making it possible to spend any day in the Park and return at night. The climate is unequalled, and the hotel is so constructed as to be cool all summer. Our rates are moderate, and we guarantee satisfaction. Trusting we will have you with us this summer, we are.



the coast cities and regions where to call your attention to Rome. We in a pleasant little city, and can There are nice drives and bicycle hotel is fitted up with large veran-bowling alley and all modern con-Southern, W. & A. and C. R. & S. from Chickamauga Park, where

Very respectfully

MC CALL & YOUNG, PROPS.

has just reached his 21st year, and is the greatest advertising enthusiast I have met outside of New York City. The result is a well filled house every day in the week.

"This hotel was built in 1888," Mr. McCall told me, "and has had a dozen or more managers. They could not make it pay. I came here two years ago and studied the field thoroughly. I at once learned that the house had never been properly advertised. I have been a student of PRINTERS' INK ever since I was a boy, and knew that by properly putting the merits of the Armstrong before the people I would meet with success. I wrote strong ads and inserted them in the local papers, telling the citizens that I could give them more elaborate quarters and a better table than they had in their private

the hotel men of the country become more deeply interested in advertising the sooner they will do more business."

"How does the war affect your business?"

"While there are not nearly so many traveling salesmen and tourists on the road, we are getting a good share of trade from the coast towns. As soon as war was declared I went to my printer and got out a neat mail card showing the advantage of the Armstrong as a home for refugees from coast towns. These I had mailed to the wealthy families of Wilmington, N. C., Charleston, S. C., Savannah and Brunswick, Ga., Jacksonville, Fernandina and St. Augustine, Fla., and to many other towns in danger of bombardment. Inquiries came in response thick and fast and we have already booked enough

guests for the summer to show that this bit of enterprise is to be profitable. I am told that no other hotel in the country has made a similar bid for the refugee patronage."

Mr. McCall talked on at length, and among other things he said he would not be without PRINTERS' INK for ten times the subscription price. He studies it religiously and keeps the back copies carefully filed away in his private office. He recommends the "Little Schoolmaster" to all hotel proprietors.

SHOP MOTTOES.

—You are as welcome to look as to trade.

—We won't allow any dealer to out-sell us.

—We dare not send you away dissatisfied.

—To cheat a customer is to kill a business.

—If you don't want to buy, we beg you to look.

—We want to please you. Tell us where we fail.

—You can bring a poor bargain back to-morrow.

—We pledge our honor to give you your money's worth.

Permanent profit can only come from satisfied buyers.

—Be sure of your own mind before you make a selection.

—Not to know this store is to incur pecuniary misfortune.

—The business that prospers is that which pleases the customer.

—We repair every possible mistake—yours as well as ours.

—If you can tell us how to serve you better we shall obey the hint.

—We will thank any customer to tell us how to improve our service.

—We sell the best goods going for the lowest price ever marked on them.

—The longer you stay and the more carefully you buy, the more you please us.

—There is no demand a customer can ask of this store that we will not grant.

—We wouldn't deceive you or have you deceive yourself for a hundred profits.

The quality of our goods and the method of our dealing make drummers unnecessary.

—Tall talk and small performance may go for awhile, but they bring ultimate disaster.

—Some goods may be better than

ours, and some may be cheaper. But better and cheaper are impossible.



RETAIL advertisements can often be made attractive by pictures of the store or of incidents in its business. To illustrate the idea PRINTERS' INK has caused the drawings here shown to be made.

THE NEW YORK TIMES

"ALL THE NEWS THAT'S FIT TO PRINT."

A Representative American Newspaper

An Appreciative Reader.

To the Editor of the New York Times:

I avail myself of this opportunity to say that I can not sufficiently praise THE NEW YORK TIMES for its freedom from all that can offend good taste and moral sense in its news columns, for the veracity of its statements, for the dignity of its very able editorial articles for its fearlessness of utterance in denunciation of all forms of political vice and corruption, and for its loyalty to all that is in itself true and just and honorable, independent of party or personal considerations.

THE SATURDAY REVIEW raises the value of the paper to a level above that of a daily newspaper to a place among the best literary productions of the day, and adds much to its value and usefulness.

I desire and pray for THE NEW YORK TIMES a long and prosperous career, and in this wish remain, J. A. B.
Liberty Falls, N. Y., Aug. 31, 1898.

Strong Praise.

The supplements that are issued with THE NEW YORK TIMES (Saturday Review of Books and Art) are priceless in interest and influence; I can not conceive a broader field for reaching the public and spreading the gospel of finer things and truer living. The supplement that comes with its message of books and art is the most useful and helpful review that I read, and I am glad always to pass word of it to my friends and to the patrons of the library.

MARY EMIGENE HAZELTINE,
Librarian of the Frederickson Library,
Jamestown, New York.

THE "BIRD" CASE AND ITS LESSON.

By Sam E. Whitmire.

Before an advertising campaign is started the ground should be gone over thoroughly. Every point should be considered. It is not hard to make a failure of a new venture at the best, and much easier if some unfavorable condition has been overlooked.

Six years ago nearly every British publication carried an advertisement of Bird's Custard Powder, an article to take the place of hens' eggs in all cooking. The goods sold like hot cakes all over England, Ireland, Scotland and Wales. Satisfied with the business he had worked up on the other side, Mr. Bird packed up, bag and baggage, and came over to the United States to compete with our hens. He brought a lot of ready money with him, and proceeded to organize one of the most extensive advertising campaigns ever known in this country. He figured that we had about 60,000,000 people at that time and that they were all egg eaters, especially in their cakes, puddings, custards, etc. He saw grand business possibilities ahead of him. He issued advertising contracts that made the hearts of American publishers glad. His copy was sent out, and it was difficult to find a reputable publication that did not tell of the advantages of Bird's Custard Powder. The goods were placed on sale in thousands of stores. But they did not sell fast. Mr. Bird believed something was wrong, but he could not put his finger on it. He pushed harder. Still people did not ask for his substitute for eggs. Then he consulted several advertising men who had made enviable reputations by creating big demands for the articles they were advertising. Among them was Mr. Alfred E. Rose. Mr. Rose went over Mr. Bird's plan with him. They agreed that the advertising had been placed in the proper mediums, that it had been well written and displayed. They knew of no reason why the sales should not be enormous.

Advertising bills poured into Mr. Bird. I was once told by one who was in his office that he spent nearly \$600,000 in advertising his custard powder in the United States. His sales did not foot up one-half that amount. He was discouraged. One day while he was consulting Mr. Rose about his poor results Mrs. Rose came into the

office. The facts were told to her. The first question she asked was:

"What do people pay for eggs in the countries where your Custard Powder sells so well?"

She was told that eggs in Great Britain brought from twenty-five to forty cents per dozen according to the season and the quality of the eggs.

Mrs. Rose at once saw why Mr. Bird's Custard Powder did not sell in this country. In the United States, outside of the big cities, people are rarely ever asked over fifteen cents per dozen for fresh eggs. In the South and West eight to ten cents are the average prices. Here in New York eggs sell all the year at from eighteen to twenty-five cents per dozen.

Then for the first time Mr. Bird and Mr. Rose saw why women did not cook with Custard Powder—it was cheaper for them to use real eggs. Mr. Bird was offering his powder as cheaply as he could; therefore he saw that the American hen had the advantage.

Shortly after Mrs. Rose threw light on the problem Mr. Bird discontinued his advertising in this country and returned to London. His goods are still on sale here, but they have never been in great demand.

If Mr. Bird had studied the price of American eggs before he came over he would have been about \$600,000 better off to-day.

TRUE.

There is a chance in every town for one man in every line of business to make a distinct, palpable hit in his advertising. Let him get out of the old ruts. Let him make up his mind that he advertises for business, and not "just to help the paper along." Let him give some good, hard, common sense thought to the subject.—*Bates.*

ILLUSTRATED ADVERTISEMENT.



"A young man with considerable experience in liquors is looking for an engagement."

ADVERTISEMENTS • WHICH REACH THE HOME • DIRECTLY • BRING • RESULTS

YOU

are a long way from San Francisco.

How do you estimate the value of its papers?

By the **CLAIMS OF THE PUBLISHERS?**

Then you are open to the reception of **FALSE STATEMENTS.**

By the returns from your cash outlay?

You **can not** directly **trace results** if you are a general advertiser.

There is only **ONE WAY** you may know positively which foreign paper is the best.

The relative amount of patronage bestowed by

Home Advertisers

is the true criterion.

The ...

San Francisco

CALL

Prints more inches of display advertisements every month than any other San Francisco paper.

Does this argument of fact present any attraction to you?

THE CALL'S circulation exceeds **50,000** copies daily—several thousand more actual paying subscribers than rivals claiming nearly double the number.

Being **the cleanest daily** on the Pacific Coast it has the

Great Home Circulation.

Prints **all the news** worth printing; has a superior local and foreign staff; possesses a typographical excellence unsurpassed in America.

Yours, at reasonable rates,

The San Francisco Call.

W. S. Leake, Mgr., San Francisco, Cal.

EASTERN REPRESENTATIVE:

DAVID ALLEN, New York,
188 World Building.

C. GEORGE KROGNESS, Chicago,
Marquette Building.

STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make merchandising more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care **PRINTERS' INK.**

SEATTLE, Wash.

Charles F. Jones, New York:

DEAR SIR—I have an idea that instead of advertising every day in the week, I might be able to save money and do the same amount of business by dividing my Sunday advertisement into six parts. In one part quoting certain prices for merchandise which would be sold on Monday. In the next part quoting certain prices for merchandise sold on Tuesday, and so on for each day of the week. This would give me a larger advertisement on Sunday and allow me to have something special for each day. Heretofore myself and other dealers in my line have been advertising every day for the following day's sale. What do you think about it?

Respectfully,

The plan does not appear to me to be a very good one. Neither is it an entirely new one. It has been tried before and to the best of my knowledge has not been found satisfactory. In the first place there are very few people who read an advertisement on Sunday and remember anything about it on Tuesday or Wednesday, much less for a longer time. I believe if your Sunday advertisement brought fair returns on Monday that by the end of the week it would not be bringing any returns at all as far as the particular merchandise mentioned for one day's sale is concerned.

Then again as your competitors have an opportunity to advertise every day, you have announced to them in advance what you are going to do. If you have promised to sell goods at a certain price on Wednesday all your competitors have had three days' warning of the fact, and if they are at all shrewd they will be very likely to beat your prices when Wednesday comes, certainly in their store and more than probably in their advertisements. If I was your competitor I would not want anything better than to have you tell me in advance what you were going to do, so that I could lay my plans accordingly. It would not be very long before I could impress the public with the fact that no matter what you did I would always do something better.

There is another objection to advertising several days this far in advance of the sale. People who read your Sunday advertisement, if they remember any particular articles adver-

tised which they wish to get, will more than likely get the days mixed and will call on Wednesday for the goods advertised for Thursday. If they get them of course they will never again pay any attention to the dates on which you advertise goods, as you have broken your own promise by selling them on a day that they were not advertised to be sold. If they do not get the goods they will more than likely be annoyed by the mistake and the inconvenience which has been caused them, and nine times out of ten they will blame you more than they will blame themselves.

The best way is to do as has been done heretofore. Advertise each day for the following day and thus avoid the mistakes that the other system would undoubtedly cause.

CINCINNATI, Ohio.

Charles F. Jones, New York:

DEAR SIR—I am employed by a dry goods concern, and one of the things under my supervision is sending out samples of dress goods, silks and general piece goods. Our firm has come to the conclusion that they waste a good deal of money sending samples, and I would like to know the most economical way in which samples can be sent and yet give the customers a fair chance to select what they want. Any suggestions which you may make will be appreciated. Yours for more information,

SAMUEL J. JOHNSON.

The sending of samples of piece goods by retail stores is really an enormous expense when you come to figure out the immense number of yards of goods that are cut up and distributed each year and compare them with the number of orders which seem to result. There are some firms that I know of who have come to the conclusion that it does not pay to send samples and are preparing to give up a large part of their mail order business in these lines.

The chief difficulty in sending samples seems to be that so many samples go to persons who have no real idea of buying anything, or who in asking for samples do not state clearly what they want. The secret in saving money in sending samples is to train your customers into being explicit in

their requests. So many catalogues state that firms send samples cheerfully, and this appears to be only an opening through which a good many people secure their stock of crazy quilt pieces, etc. If the firm soliciting mail orders would distinctly state in all its advertisements and catalogues that samples will only be sent to those who give sufficient information about materials and colors, they would limit a great deal of this needless expense. As a rule a woman who is going to buy goods does not know exactly what she wants and therefore you can not bind her down to a distinct statement of one thing, but she surely knows the use that she is going to make of the material and this will be of great assistance in determining the kind and quantity of samples. In order to fill a request for samples satisfactorily it is not necessary that a lot of samples should be sent. A few samples that look well are much better than a big handful of those that are mussed up and cut in all sorts of zigzag shapes. Those houses that are doing the best mail-order business at the present time are pinning or sewing their samples to a sheet of paper. This keeps them smooth and neat and allows them to be cut into smaller pieces than if no paper backing was used. Sometimes one sample and sometimes a number are fastened to one sheet of paper. Then again, others have envelopes in which they place very small samples, sometimes not more than a half inch square, showing the different colors in which this one material comes. In this way the store can cut ten times as many samples from a yard of cloth as they could if they attempted to give a piece of each. A great many firms make a mistake in sending samples in not selecting carefully goods which are appropriate for the customer and which are owned in sufficient quantities to insure that they will be on sale when the customer sends the order. If dry goods houses would be more careful not to send out samples of goods which they have only a small quantity of they will very often avoid the trouble of having to lose an order because they can not fill it after the samples have done their work. The person in charge of the mail-order department ought to be an excellent judge of human nature, particularly as shown through correspondence. He ought to more than half the time be

able to tell from the customer's letter whether or not a certain line of goods will be adapted to her use. The location and climate of her residence, the paper, the penmanship and the spelling are all finger-points which indicate the approximate taste of the writer.

* *

LOS ANGELES, Cal.

Chas. F. Jones, New York:

DEAR SIR—We wish you would suggest some way for handling a crowd in the store. We quite frequently have special rushes in some particular department and while the rush may not be of long duration and may not be generally spread throughout the store, it overtaxes our capacity to wait on the people while it lasts. In the past we have been in the habit of employing a number of extra clerks to cover these rushes and sometimes we have to engage twenty-five or thirty people for only a day. This you realize would make an extra expense to us, if we had to keep them longer than we needed them, but it does look like a little injustice to the people whom we employ to have to discharge them after a day's service. Perhaps you can make some suggestion that will help us to arrange the matter better?

Yours very truly,

I know of one store whose experience may be of use to our correspondents. They tried a plan of engaging a lot of new help every time they had a rush and discharging them as soon as the rush was over. This plan worked to disadvantage for many reasons. In the first place the salespeople thus employed did not really do the house justice, as they had no time to prepare for their duties and get acquainted with the stocks which they had to sell. They had no real interest in the success of the house, because they had not been identified with it long enough to get accustomed to its ways, etc. Again, only the poorer class of help could be secured, for as soon as the better class of people who were looking for steady positions became acquainted with the fact that they were in all likelihood only to be employed for a day or two at the most, they would not answer this firm's advertisements for help. Through my suggestion the manager of the store arranged a corps of salespeople which he called his "rolling stock." They were people with good common sense and general experience who knew enough to hold their own in whatever department they were placed. They had their work to do in the stock rooms and other places about the store in ordinary times when there was no particular rush and whenever any department was crowded this reserve force of salespeople was called upon. After a little experience in this way they became sufficiently well ac-

quainted with the store generally to make much better salespeople in any department no matter where they were placed, than the ordinary clerk who could be hired just for the occasion. One day they were used in the underwear department where a muslin underwear sale was going on. The next day they were used in the shirt-waist department, or the cotton dress goods department or whatever department the rush might be in. The store made it a point to so advertise its stocks that there was usually some department that needed this corps of extra people, so that they were generally kept busy somewhere and were always ready for instant calls when the crowd in any department became larger than the regular force could handle. *

Politeness never comes amiss in handling the customer. The little words "thank you" do not cost very much, but very often bring a customer back again to the salesman who said it. Pleasant words and pleasant looks always win friends just as much in business as out in the world generally. *

This world seems to be so arranged that no man can get what he wants unless he insists on having it. I believe it is right, too. Unless we want things bad enough and make our wishes known very positively, there is no reason why we should be favored any more than anybody else. This thought applies particularly to the advertising business and still more particularly to the retail side of advertising. As a rule the retail advertiser who wants a good position has got to kick for it. If he wants his advertisements set in any particular way that pleases his fancy, or any particular favor, he is pretty apt not to get it unless he is a good kicker. It is also the same with the publisher. The man who generally gets his copy in promptly is usually the man who has a good kick coming when he does not get it. I do not know how it is in foreign countries, but it is pretty safe to say that very few men anywhere in America get what they ought to have unless they kick for it. I do not mean by this that a man should be an unreasonable kicker, although it often looks as if the unreasonable kickers get more than the moderate kickers, but the man who gets success to-day

must look out for every point in which there is any advantage to be accrued to him and must insist with all the power of his being in having that advantage. **

I am sure that neither the editor of PRINTERS' INK nor myself have the least objection to other advertising journals copying portions of the "Store Management" department, but we will be obliged to such publications if they will have the courtesy when making such copies to give due credit for the clippings used. *Ad Sense* is a very bright little advertising journal published in Chicago, but it forgets to give credit for some of the articles which it likes well enough to use in its own pages. On page 101 of *Ad Sense* for July, is an article called "The Advertisement Didn't Pay." It is copied almost word for word from page 15 of PRINTERS' INK, of January 12th. I appreciate the compliment that *Ad Sense* pays this department, but would also like to have the credit.

A great many bright things appear in *Ad Sense* from time to time which I am satisfied are original and these make the little publication very readable indeed. There are several good paragraphs in the issue mentioned above which I take pleasure in quoting and "giving credit for" here:

Business courtesy is revealed chiefly in manner and expression. It is a business asset; it is the sunshine of trade. The customer does not always know the value of goods, but he always appreciates courteous treatment.

No one has ever attained to success in practical matters who neglected attention to little things.

The best way to save money in advertising is by making your ads earn money.

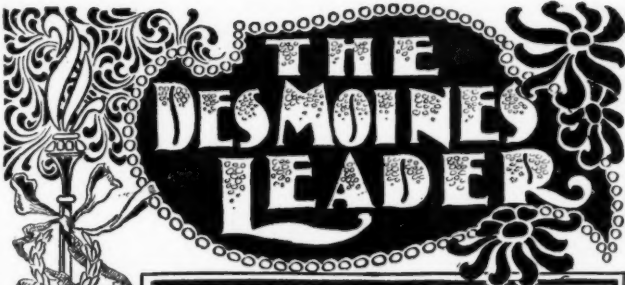
No side issue should be introduced in the ad; they deflect the reader's attention. Only such accessories should be used as will prove of practical value in making your points.

It isn't likely that you'll ever have things just as you want them, so you might as well make the best of existing circumstances. As old Doc Peats of Wolfville said: "Life ain't all in holdin' a good hand, but in playin' a pore hand well."

Did you ever notice that the hustler is always busy during the dull months? He's getting ready for business when it comes. He plans his advertising, renovates his place of business and prepares for a vigorous campaign. Business doesn't come to him—he goes after it.

Here is a man who attributes his success to the following, among other views: Whenever he failed in an undertaking, instead of attributing it to ill-luck, he set to work studying out the cause of his failure, and thus his efforts always taught him something whether they were a success or a failure for the time being.

A French writer has said: "To select well among old things is equal to inventing new ones." If you can not originate an advertisement be careful to select a good one to copy.



THE DES MOINES LEADER

CIRCULATION STATEMENT

THE DES MOINES LEADER

SIX MONTHS, ENDING JULY 1, 1898:

Total number of complete copies subscribed for and sold for the six (6) months,	2,498,285
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Average number of complete copies subscribed for and sold, per is- sue, for six (6) months,	15,233
---	--------

Average Sunday issue for six (6) months,	16,879
---	--------

The above statement is absolutely correct, accord-
ing to my best knowledge and belief.

SAMUEL STRAUSS.

STATE OF IOWA, POLK COUNTY, SS.

Subscribed in my presence and sworn to
before me by said Samuel Strauss, this
twenty-ninth day of July, 1898.

B. J. CAVANAGH,
Notary Public.

[SEAL.]

**THE LEADER IS THE HIGHEST
PRICED DAILY IN IOWA.**

STRAUSS & DAWSON,

Publishers and Proprietors.

NEW YORK OFFICE:

127 Tribune Building.

W. WARD DAMON,
Manager.

CHICAGO OFFICE:

900 Boyce Building.

HORACE M. FORD,
Manager.



**IOWA'S
GREATEST
DAILY.**

BARNUM AS POSTER PIONEER

The American poster really sprung from the enlargement of the portrait wood engraving process. About the year 1840 Mr. Edward Purcell, then one of the most expert wash drawing portrait designers and wood engravers in business, located on Ann street, New York City, was engaged in making wood engravings on boxwood of celebrated actors and actresses of the period. The elder Booth, Jenny Lind, Wallack and others were his subjects, not to forget P. T. Barnum.

It was Barnum's constant thought to do something differently than it had ever been done, and to do it so differently that the public would be astonished thereat and he would be talked about. Actuated by this ever-prevailing motive, the showman went to Purcell and demanded that his portrait be engraved four times larger than the largest ever made. Experienced as he was, Purcell was almost dumfounded at the request. Then boxwood was the only material used in wood engraving, and to get a block one foot square many small pieces had to be cemented together, and no one had ventured to make one much larger; but here was a good customer who wanted a portrait four times larger than any ever made. Of course boxwood was out of the question; but the genius of Purcell was put to the test. It occurred to him that perhaps other woods possessing a fine grain, which could be had in larger sizes, might be used, and by experimenting he soon discovered that ordinary clear white pine would answer all purposes. With this material he soon engraved a monster head of Barnum 24x36 inches in size, which was printed in black, and at that time considered a masterpiece. This picture was the ideal of our boyhood; it became known to millions of people everywhere on the face of the globe. P. T. Barnum, America's purveyor of circus amusements, will be remembered for generations to come, not more by name than by Purcell's poster picture. We all knew Barnum as though we had met him in person, which few of us ever did. From Mr. Purcell's discovery of enlarged engravings he soon learned to make a flesh tint, and we soon had Mr. Barnum's picture in all the color of life. Mr. Barnum followed up this idea of colors and soon, with Mr. Purcell's

skill, all the phenomenons in Mr. Barnum's museum were illustrated and exhibited all about the city of New York; in the hotels and prominent places, telling in terse sentences on the outside what could be seen inside.

Thus the first modern display poster can be directly traced, not to the art of Mr. Purcell only, but to Mr. Barnum, who was a born advertising genius.

Color poster printing had by this time become a fad. Barnum's poster ideas were stolen wholesale. Van Amberg, Forepaugh, John Robinson and all the other circus men soon began to enlarge the size of their poster displays, and from the small beginning of Barnum came the larger sizes, and groups of printed sheets were made up into stands and streamers.—*Billposter-Display Advertising.*

IN ENGLAND AND HERE.

Turn where we will to any department of periodical literature, it has to be admitted that on the whole they beat us in America. So far as daily papers are concerned we think that with all their sensations, their scare headings and their "yellow" features, there is more literary merit and dignity in our English newspapers. But when we come to the monthly, the order of things is reversed—they beat us in price, in printing, in illustrations, and last, but not least, in advertisements. Who would ever think of turning over the advertisement pages of an English magazine and expect to find anything interesting therein? Apart from a pictorial announcement by Pears on the cover, a fat Mellins baby or the perennial Cleaver's girl, who is perpetually washing herself ashore, one would have some difficulty in finding anything to please either the eye or the mind; but when we take up *McClure or Munsey or Scribner*, each page of announcements has something to interest or amuse. There is a style about the illustrations—they are cleverly done either by photography or some first-rate artist. There is an air of appropriateness, a neat turning of the phraseology that speaks of thought and time put into the sentences. In England we say, try so and so, drink so and so, eat so and so, wear so and so, they are the best, and that exhausts the Englishman's description of his goods. To put it plainly, he contents himself with telling a great, big, blunt, stupid lie. We have no patience with him; the innate conservatism of the Saxon race prevents him from marching beyond a snail's pace in evolutionary progress.—*Process Work (England).*

The brains that manage a \$500,000 business could just as well manage a \$1,000,000 business. Especially true in manufacturing. Ten per cent increase in production doesn't materially increase expense. Ten per cent decrease in production doesn't materially lessen the expense. Reduction comes out of net profits. Increase adds directly to profits. If 10,000 women know that you make the best cotton, or the best braid, or the best hook and eye, you will do a certain amount of business—if 100,000 know it, you will do more business—if 1,000,000 know it, more still. Nobody does all the possible business in his line. There is always a chance for development. There is no business that can not be increased by judicious advertising.—*The Curtis Publishing Co.*

Estimated wheat crop for Minnesota, North and South Dakota, 200,000,000 bushels.

What Constitutes the Greatest Daily In the Northwest?

Is It Quantity of Circulation?

The Journal, with its over 50,000 daily circulation, leads all other Northwestern dailies by many thousands.

Is It Quality of Circulation?

You see it in hotels, on the street cars and railroad trains dozens of times to where you see any other daily once. The merchants, professional men and all branches of labor take it. In fact, The Journal is read by everybody.

Is It Advertising?

The Journal carries more advertising in its six issues per week than any other Minneapolis or St. Paul daily carries in all its daily and Sunday issues COMBINED.

Look at this statement of advertising carried by the Minneapolis and St. Paul papers from January 1 to July 31, 1898:

<i>Columns.</i>	<i>All Editions.</i>
St. Paul Globe.....	3,117....daily and Sunday
St. Paul P.-Press....	4,507....daily and Sunday
St. Paul Dispatch..	5,342....daily.....
Minn. Tribune.....	4,935....daily and Sunday
Minn. Times.....	5,198....daily and Sunday
The Journal....	5,863....daily.....

The Journal advertising rates are higher than any other of the dailies quoted, but everybody advertises in The Journal because IT PAYS. The Journal carries more paid wants than any other daily in the Northwest because they bring returns.

For rates, etc., apply to

R. A. CRAIG,

In charge of Foreign Advertising,

41 Times Building, New York.

87 Washington Street, Chicago.

Minnesota will harvest more wheat than any other State in the Union ever yielded.

Estimated wheat receipts for Minneapolis in 1898, 125,000,000 bushels. The West will have money to burn this fall. Do you want some of it? Advertise in The Minneapolis Journal.

Wheat receipts in Minneapolis for 1897, 73,000,000 bushels, which is more than double that received by any other two wheat markets in the United States.



THE
WORLD'S
BREAKFAST
Quaker
Oats
AS PURE AS
ITS NAME

Sozodont
TOOTH
PASTE
TARTAR-RESISTANT

FOR 10 YEARS
KODAK SAFETY FILMS
HAVE BEEN THE STANDARD
OTHERS HAVE NOT KODAK QUALITY—THAT'S WHY

HELLO!--Here's an idea--a new one--every clever advertiser should investigate--it is a sure method of reaching the public--a guaranteed circulation--cards with your advertisement on, furnished free. You save 50% in cost of postals and advertising expenses. Write for particulars.

POSTAL ADVERTISING AGENCY,
Room 45, 40 Dearborn Street, Chicago.

TRICENT EXCEL
BREATH-REFRESHING
SEN-SEN
FIVE CENTS
A PACKAGE
EVERYWHERE

ONE DANDRUFF CURE
IS GUARANTEED TO CURE.
OR MONEY REFUNDED.

MORGAN & WRIGHT TIRES
ARE GOOD TIRES

PLEASE
TRY
Cascarets
CANNOT CATHARTIC
ALL
REGULATES THE LIVER
DOES SHOTS

The newest thing in an advertising way is shown above. The Postal Advertising Company, of 40 Dearborn Street, Chicago, sells space on postal cards, and then distributes these postal cards to large establishments gratuitously. The company describes its idea as follows:

We shall furnish postal cards, containing from six to eight advertisements each--the dividing lines in red--free to large and responsible mercantile and industrial institutions, clubs, hotels, secret societies, etc., in lots of 1,000 up, upon their agreeing to use same and furnish proof of having received the quantities furnished.

Our rates for space will be as per the following schedule:

Single space, lots of	25,000 to 50,000.....	\$2.50 per M.
"	50,000 to 100,000.....	2.25 "
"	100,000 and more.....	2.00 "

These prices include the furnishing to your firm of any quantity of postal cards that you can use containing your advertisement, as well as seven others.

PAPERS FOR "SHUT-INS."

Of the 20,453 papers and magazines published in the United States, there is one class, made up of half a dozen, which have a field peculiar to themselves. This class of papers is devoted solely to people who are "shut-in" by sickness or by some infirmity. They are usually edited and published by sick and crippled persons, who print the papers to pass away the time, and to make a little money. The subscribers are almost wholly "shut-ins," a term which is applied to themselves by those whom sickness or accident keeps confined to the house. A prominent department in all the papers consists of letters written to the editor by "shut-ins," in which are narrated for the comfort and cheer of others any special things which have happened to the writer. A peculiar feature about most of the letters is the lack of complaining. "Birthday parties" are prominent features. When the birthday of a "shut-in" becomes known to the editor of one of these papers the fact is duly chronicled. He gives the name and the post-office address of the person whose birthday is approaching, and also the date. Of course it would be impossible for the "shut-ins" to attend the birthday party of a fellow "shut-in," but the birthday is celebrated by sending letters and little tokens. Sometimes more substantial gifts are sent. Frequently, when the circumstances and conditions of the shut-in are known, these facts are set forth in the paper announcing the birthday, in order that inappropriate tokens be not sent.

Some of the letters are very pathetic. Children who may have been cripples or shut-ins from birth, often ask for pictures of any kind, for pasting in a scrap book, or for bits of bright-colored paper, from which toys can be

fashioned, or dolls and doll's clothing can be made, to while away the time. Others are from older persons, who ask for correspondents, or who tell of personal incidents, or who breathe hope and comfort to others. After a birthday there is sometimes a letter written, in which the story of the birthday is told. The three shut-in papers which are best known are the *Open Window*, the *Shut-In Friend* and the *Open Door Library*. The *Open Window* is the most pretentious of the three. It is published in magazine form, and has about thirty pages. It is conducted by a society, with the officers and heads of departments in various parts of the East. The *Shut-In Friend* is published by Charles T. Zepp at Melrose, Maryland. Mr. Zepp is a cripple, but gets about in a wheel-chair. The *Open Door Library* is published by Oscar C. Pierson at Haleville, a little village of about 200 people in the southern part of New Jersey. This paper costs 35 cents a year.--*Exchange*.

GOOD ADVICE.

The great buying public wants to know what you have to sell, and that is the only reason it reads your advertisement. If you give the people word-pictures when they want facts, they will soon cease paying any attention to your "efforts." If you exaggerate or misrepresent you are false to the public, to your employer and to yourself. Be honest; honest with yourself, honest with the public. Put yourself in the place of the prospective buyer whom you are trying to reach. The foundation of all business success is confidence. And you can only win the confidence of the public by being candid, straightforward, reliable.--*Facts and Fiction*.

In Hot August

In spite of the torrid weather of the month just closed, to say nothing of conditions unsettled by the war, the advertising printed in ***The Mail and Express*** in August, 1898, showed an increase of about 20,000 agate lines over the same month of 1897. The other high-class papers lost 15,190 agate lines between them during the same period.

During the first eight months of 1898 ***The Mail and Express*** printed 1,770,762 agate lines of paid advertising. This is a gain of 169,092 agate lines when compared with the same period in 1897, an increase of nearly 11 per cent. ***The Mail and Express*** carries more advertising than any other evening paper published in New York.

The next paper on the list printed 279,846 agate lines of advertising less than ***The Mail and Express*** during the same months and lost 127,008 agate lines, or about 8 per cent of its entire advertising patronage.

During the eight months ended June 30, 1898, the *net paid average* daily circulation of ***The Mail and Express*** increased more than 93 per cent.

The circulation of ***The Mail and Express*** is greater than that of the other high-class evening papers of this city combined.

"Every Reader is a Buyer."

A PRESS AGENT'S STORY.

A correspondent sends **PRINTERS' INK** the article printed below. To the sharp eye of the Little Schoolmaster it seems decidedly "fishy"; but, even if untrue, it indicates the possibilities in a direction that has always been of more interest to the man who does not advertise than to him who does:

It is possible to obtain pure reading notices in leading dailies and other publications at prices much below what these charge for readers that are starred or otherwise marked.

For three years a New York newspaper man has been doing press work for a number of firms and individuals. His copy is prepared in such a manner that, as a rule, the city or Sunday editor not only prints it but allows space rates. These articles are interesting. If they were not they would not be printed; and incorporated, and frequently very ingeniously interwoven in them, are most excellent ads.

There is nothing startlingly new in the statement that papers print free notices, but it is rarely done intentionally except for a patron of the advertising columns, and then the notice is almost invariably marked. To be sure non-advertisers often get good notices in the news columns, but they are usually due to a fire, an accident or some other happening, and not to the aid of any interested person.

"While doing the presswork for a local theater a few years ago," said the commercial press agent to the writer, "it occurred to me that interesting stories pertaining to the interests of merchants, manufacturers and others could receive insertion in the papers as well as stories of lost diamonds and other sorrows of people of the stage, and the resulting benefits would be as great to the man of business as to the theater.

"I experimented on these lines and have been successful. The average editor will print a story, even if it does contain an ad, providing the ad is not too bald and the story is interesting and well handled.

"I have a score of regular clients and they often recommend me to their friends. I do not solicit from strangers for many reasons, one of which is that it would be unwise to have too many people acquainted with my 'side line.'

"What kind of stuff do I get in? Almost anything that is interesting. I have a hotel, for instance, on my list where I drop in three times a week. If a guest of prominence is staying there I get something printed about it. Then I 'cover' all the big dinners at the house. I have the list of prominent people present in my story, a synopsis of the speeches, the menu—including the kind of champagne drank—and other data. The stories are type-written and each reporter receives one when he calls. This saves time and trouble to the scribe and also insures a story being printed that is a good ad for the house. Papers which do not send a reporter receive a story by messenger which they usually print. When the city staff is shorthanded the city editor often calls me up on the 'phone and asks me to cover the dinner, or reception, or whatever it is, for him.

"These stories are not only good ads for the hotel but they please the guests and insure a continuance of their patronage.

"There is a lawyer who would not be tempted to have his card in the display columns of a paper if he was paid for it, but his name—and frequently his picture—appears in the news columns in connection with an interesting legal fight, which, by the way, he always wins.

"There is almost no end to the interesting

events that can be smuggled in as news, all containing a good ad. Here are a few I have gotten in as examples: An unusually large importation of wine; an interesting cure at a private sanitarium; a record-breaking trip of a steamer; a description of a newly-patented article, and a hundred others.

"Recently I did the presswork for a corporation which opened a large new plant. Ordinarily a few columns would be printed in the local papers only. I got up a banquet and had the owner of a big paper preside. Many prominent people were present, including the Governor, who pressed a button and started the machinery. Eleven out-of-town reporters were present, including an Associated Press man, and hundreds of columns were printed, many of the papers printing cuts of the product manufactured, which was a household article.

"Yes, occasionally I find a man who thinks he can act as his own press agent, but he almost invariably falls down. It is worse than useless for one to visit a newspaper office hoping to get something printed about himself. Moreover, in order to get this kind of matter in one must be active and have a thorough knowledge of newspaper work as well as a large acquaintance among newspaper men."

The press agent said that he did not confine himself to local papers, but "worked" magazines, syndicates and foreign publications.

His statements may possibly explain the many excellent ads careful readers have noticed in the news columns of the papers from time to time.

FROM GROCERY ADS.

This is a money-back grocery store—if things don't suit tell us.—*The Golden Rule and Emporium, San Francisco, Cal.*

Feeds both body and brain. Our ideal wheat food for breakfast contains all the muscle, flesh and brain-forming ingredients contained in nature's choicest cereal.—*C. H. Parker & Co., Cold Springs, Mass.*

I aim to keep a display that will cure a dyspeptic by walking by it. Rest assured that I will offer you all that the railroads will bring in from all fruit countries, and will continue to be at headquarters for fruit.—*P. Gerardi, Trinidad, Col.*

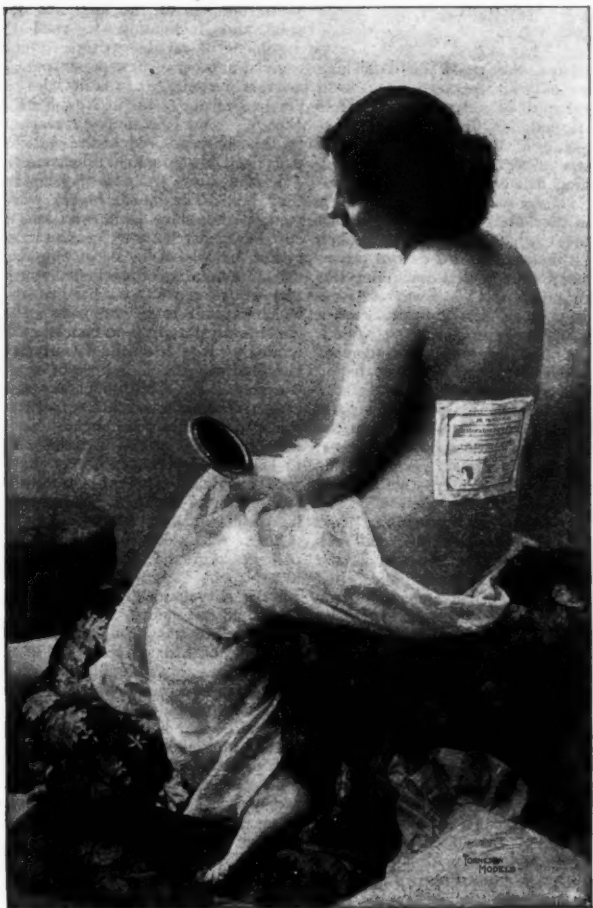
"Leading grocer of the West" means leading in everything. This means leading in goods sold, freshness of vegetables and fruits, quality of staples and smallness of price. Remember the goodness of the goods here is only excelled by the goodness of the prices.—*The Andrew Schock Grocery Co., St. Paul, Minn.*

Prudent housekeepers prepare for emergencies (especially in summer) by keeping on hand a supply of canned goods. We have everything in cans that ever comes in cans, and are as particular about the quality of each as though we ourselves have put them up.—*Edwin E. Hall & Son, New Haven, Conn.*

—*Grocery World.*

THOSE CLOTH SIGNS.

A few years ago no merchant ever would have thought of covering his store front with an immense big muslin sign with flaming red letters, but in these days of big sales it is rare indeed to find a store who doesn't use them to a great extent. There is no question of the value of these signs to the merchant who is running a sale. The size and get-up of some of them is wonderful. The favorite colors seem to be a white cloth with black or red lettering, but I have seen several lately that were made of bright red cloth with yellow letters. The effect was rather startling, but it attracted attention. In fact the more startling they are the better.—*Shoe and Leather Gazette.*



IN PARIS.

I could love the Parisians even if they had no other merit than that of keeping business advertisements off of their trams and omnibuses. After coming from London—where they not only plaster signs so thickly that you can't tell whether the 'bus is being run merely as an advertisement or in the interests of passengers, but impudently swing sample cans and bottles under your very nose on top—the relief is delightful. You don't have to read about X's pills, and Z's condensed milk, and Y's dog-biscuit before you can find the name and destination of your vehicle. Parisian streets are not disfigured by banners and signs and blasted by billboards and stretchers. There

are stated round and symmetrical "spectacle" stands along the curbs, where theatrical and other announcements have limited space. If the advertiser wants more than that he must go into the back alleys, where his plasters will not offend the public eye.—*N. Y. Press.*

TRUE.

The *Woman's Home Companion* is presenting a very strong argument these days for the advertisers' patronage. Both in character and quality of contents, as well as in typographical appearance and beauty of illustrative features, this journal has attained a position in the front rank of woman's journals.—*Profitable Advertising, Boston.*

THE DAILY PAPERS OF CHICAGO.

By F. Leroy Armstrong.

Perhaps the most distinguishing feature of Chicago newspapers is a general spirit of independence, a freedom from domination—party or otherwise—and a disposition to print all the news. Next to that is the typographical beauty of Chicago newspapers. They are surely, taken as a whole, the handsomest daily journals in America. Apparently there is none of that dictation on the part of advertisers and none of that disfiguring riot of black type which is always destructive of the artistic appearance of a paper. They are handsome, with a uniform and symmetric arrangement of head-lines, a care for that happy effect in display which pleases craftsmen and laymen alike; a rigid separation of the reading matter from the advertising portions of the paper. The critic, looking at them, sees the reign of the job printer—that artist in types; and even the general public, that knows nothing of “gothics” and “clarendons” and of “antiques,” realizes an agreeable impression in the very appearance of the page. Just when this era of advancement from the distressing ugliness of early daily newspapers began it would be difficult to say. Perhaps the old *Herald* had as much to do with impressing the art features of typography as had any one other influence. Almost from the beginning it was a beautiful example of the typesetter's skill. And together with well-balanced lines went clean white paper and absolutely clear print. If the *Herald* led, the others were swift to follow; and no journal would be tolerated in Chicago to-day in which the 'prentice hand appeared, or in which shoddy paper proclaimed a faulty taste and a false economy.

But no element of strength and no degree of enterprise is sacrificed on the altar of appearance. There is in the editorial control of them a shrewdness of perception and a strength of grasp, a facility and power in treatment which are rarely excelled anywhere. They are newspapers, with the modern passion for a “story” and the modern habit of “playing it up.” But I think there is a more general attention to editorial expression than is common in the latter-day journalism of other cities. The reason for this

is, probably, that the Western reader more than he of the East has both time and inclination to read the argument of capable writers. Out of a given number of newspaper patrons a larger percentage are editorial readers in Chicago than in New York or Boston. And it is simply a response to this demand which the editorial pages of Chicago papers illustrate.

I said they are newspapers, and they are. The most highly prized man in the office is he who has secured the most “scoops”; is he whose genius or whose luck encompassed the most notable of exclusive stories, and whose capacity for hard work—which is said to be the basis of all genius—most swiftly and most enterprisingly wrote down the narrative. It may be this smacks a little of sensationalism. But Chicago papers seem rather more than commonly free from that defect. In no instance is there a disregard for truth or an indifference to effects. And a writer can in no way so quickly cripple his usefulness and terminate his service as in “drawing on his imagination for his facts.”

There was a day when the avowed policy of a great Chicago journal was to “raise h—l, and sell the papers.” But so conscienceless a code would find small favor now.

Journalism has brought fortune to a number of Chicago men still in active service. Mr. Medill put all he had—cash and credit—in the *Tribune* at the beginning; and now, after something more than half a century of labor, he is a millionaire several times over. His property is a princely investment, a magnificent dividend earner, and as nearly secure an estate as man could own. Mr. Lawson has made several millions out of the *News* and the *Record*, and he has by no means dissipated the revenues they have earned for him. A generous—it has sometimes seemed a hazardous—proportion of his income has gone into extending the circulation of the two papers; but the policy seems to have won the approval of success, since the *News* alone is clearing over half a million dollars a year, and the two papers have reached a combined circulation of 400,000 copies daily.

Until 1896 the *Times-Herald*, the *Chronicle*, the *Inter Ocean*, the *Tribune* and the *Evening Post* each sold at two cents a copy. The *Record*, the *News* and the *Dispatch*

had long been penny papers. The *Tribune* led in the reduction and cut the price to one cent. Within two days the *Times-Herald*, the *Inter Ocean*, the *Chronicle* and the *Evening Journal* came down to the new level. The *Evening Post* alone, a paper of unusually high class, relying on a clientage that cares very little for the difference between one and two cents, maintained its former price.

The papers are all interesting, both in history and in present endeavor. The *Tribune*, patriarch among the morning papers, was an anti-slavery organ before emancipation, a Republican paper from the founding of that party. Mr. Medill has been identified with it from the beginning. He was a Free-soil editor in Ohio before coming to Chicago; and the strength of expression which made him a power in the early days has not yet departed. He still writes editorials, telegraphing them when away from home, and usually sending at the same time directions for other articles. Still controlling all departments, he is devoted to that page. Mr. William Van Benthuyssen, who for the past ten years has been the *Tribune's* managing editor, has recently accepted a similar position with the *New York World*, and is succeeded by Mr. James Keeley, promoted from the city editor's chair.

The *Inter Ocean*, which was at first the *Republican*, made formal entry in 1872, when the *Tribune* provided an opening by supporting the "Liberal Republicans," who indorsed Horace Greeley and opposed General Grant. From that day to the present the *Inter Ocean* has been strongly, intensely Republican. It is one quality always present, and one on which the patrons may rely. And, as there is a large element everywhere that believes in party, that desires to believe in it, and that resents as treason any departure from the policy approved by party managers, the support of that paper is of the fixed and substantial kind.

The *Inter Ocean* is the only paper in the city maintaining a weekly edition. Time was when they all ran weeklies; and there have been semi-weeklies and tri-weeklies in Chicago. But one after another all have retired these, and have centered endeavor on the daily. The *Herald* had a widely circulated weekly, but discontinued it years ago. When the *Times* and *Herald* consolidated in 1895 the form-

er paper brought over a weekly which had been a power in the rural districts. But that day had passed, and the *Times-Herald* management closed out that issue, refunding thousands of dollars of advance subscriptions rather than continue into a period which seemed to entail a positive—possibly an increasing—loss. The *Tribune* had, even before that time, stopped its weekly.

The *Times-Herald* is the result of an absorption; of that consolidating process which has made so many famous papers—the *Globe-Democrat*, the *Courier-Journal*, the *Commercial Gazette*, the *Mail and Express*, the *Commercial Advertiser*. The old *Times*, founded by Wilber F. Storey, and conducted by him in phenomenally successful manner for many years as a Democratic paper, lost ground shortly after Mr. Storey's death. It went with some rapidity through successive managements, seeming to observers in general on the certain road to definite suspension. Yet so great a vitality did it possess that it persistently eluded that demise which threatened constantly. It is a difficult matter to start a paper and bring it to success; but once it is established, a management must be very bad indeed to kill it.

The *Herald*, started in 1881, had caught the flood of that tide which leads on to fortune, and was a competitor for the favor of the Democratic party from the time James W. Scott became publisher. He had the financial backing of John R. Walsh, a self-made and wealthy man, and succeeded in drawing about him a very able corps of writers and a very capable company of business men. Probably no paper in Chicago has ever assembled so talented a staff as that of the old *Herald*. Not only were they able men, but they worked together with rare unison of purpose, proud of their paper, and content to record there the very best that was in them.

The *Herald* was greatly successful. By 1891 it was rich enough to start an evening paper, the *Post*; to buy land and construct for itself the most nearly perfect newspaper establishment in the country; to buy other land and remodel another building for the *Post*. But the burden was tremendous. The *Times* was still a competitor not to be despised—a competitor which in the succeeding months seemed to have found the fountain of youth and to

have drunk there copiously. Mr. Scott effected a consolidation of the two papers, sinking the name of his own journal to second place in the hyphenating; and the *Times-Herald* was launched. Many men questioned the wisdom of the change. "If you have money enough to buy the *Times* you have money enough to beat it," said one friend of Mr. Scott.

Scarcely a month later Mr. Scott died suddenly in New York—a weary, disheartened and exhausted man. The *Times-Herald* was burdened with a debt contracted by him and based upon faith in his ability. The consolidation, instead of simplifying matters, positively doubled the complications. It was the dramatic hour in the history of Chicago journalism.

Among the staunch friends Mr. Scott had won was H. H. Kohlsaat, a merchant who had accumulated a fortune. Being a Republican, he had owned—and exercised—a controlling interest in the *Inter-Ocean* some years before. He made a very generous offer to Mrs. Scott, and bought both the *Times-Herald* and the *Evening Post*.

But he was not a Democrat, and could not run a Democratic paper. He changed the policy of both in a day. They became independent, but with a loyal support of the cardinal principles of the Republican party. They advocated a protective tariff, and, as the question gained in importance, adherence to the single gold standard in finance.

That seemed suicidal. There was the *Inter-Ocean*, intensely Republican all the time. There was the *Tribune*, identified for half a century with all for which the Republican party stands. What energy, what acumen, what courage and tact Mr. Kohlsaat displayed in accomplishing success—for he has achieved it—no man can measure. How much heavier was the load than even he imagined when he came to the rescue of his friend's estate he alone can say.

Mr. McAuliff, who had been night editor of the *Herald* and later managing editor of the *Post*, was called to the control of the morning paper; and Sam T. Clover, a writer of books and of verse, a traveler and a trained newspaper man, took editorial command of the *Post*. Then Mr. Kohlsaat sold the *Evening Post* building and plant, bringing that paper into the *Herald* house. More than half of each building had

been vacant from the first. Each plant had, of course, lain idle half of every day. By the new arrangement fixed charges were reduced to the minimum. At the same time a very generous use of money in adding to the desirable features of the two papers indicated an aggressive policy. The best material possible was secured, and the best prices were paid for it.

When the *Herald* was sunk in that strange union with the *Times*, Horatio W. Seymour, who had long been managing editor of the former paper, left, and, with Martin J. Russell, a veteran journalist, started the *Chronicle*. It was—and is—the only Democratic morning paper. Its field was ready. It achieved success from the beginning. Much of the strength which has made the *Herald* famous and powerful was now incorporated in the *Chronicle*, its managing editor, Mr. Hallet, having proved his metal when the *Herald* was strong. It took the building and plant vacated by the *Evening Post*, and compelled at once that recognition which papers as a rule command only after years of labor.

Mr. Seymour himself is one of the most versatile of men. The printing office was his school. He learned the trade from the beginning. He read and remembered. He wasted nothing. When he came to the old *Times* in 1875 he knew the business. In 1879 he was night managing editor. In 1887 he was managing editor of the *Herald*—and without doubt the ablest editorial writer in Chicago. Yet so admirably balanced are his abilities that, being publisher of the *Chronicle*, he has achieved success as a man of affairs. It is not often one can say—as may truthfully be said of him—that one is both an able essayist and a sound financier.

The *Record* and the *News* are the morning and the evening editions of a paper started in 1880 under the name of the *News* alone. Three able young men struggled for six months to make that paper a success, and at the end had exhausted their resources and had accumulated a debt of some \$4,000. Victor F. Lawson, worth then probably \$100,000, in the course of settling the estate of his father, who had been a creditor, bought the *News* for its debts. Melville E. Stone, the master spirit of the old trio, became Mr. Lawson's partner and the managing editor. They caught the tidal wave of pros-

perity. Mr. Stone retired with a fortune. The morning paper is now the *Record*, with Charles H. Dennis as its managing editor, and the noon and evening editions are under the direction of Charles M. Faye. The news articles in both Mr. Lawson's papers are short, compact, terse and readable. Both are uncompromisingly independent. Both are particularly favored by busy men. And they appeal to the humorous side of life, for their first-page cartoons, illustrative of the passing thought, are models.

George Wheeler Hinman, managing editor of the *Inter-Ocean*, took charge in November, succeeding William Penn Nixon, who had been the directing force ever since the paper, under this name, has existed. It is a curious reflection that Mr. Hinman, who comes from the New York *Sun*, was trained in Charles A. Dana's school of journalism, and illustrates in his methods and policy much of the rugged genius of that man. And yet Mr. Dana once conducted the *Republican*—which was the name of this property prior to 1872—and failed dismally. He achieved fame and fortune with the *Sun*, and his pupil gives every promise of avenging on the same old battle-ground the defeat of that earlier day.

The *Journal*, always an evening paper, is really the oldest evening paper in Chicago in point of continuous publication. It was established in 1844, and was steadfastly Republican for half a century—for the principles it advocated before Fremont's nomination were those which the young Republicans in 1854 espoused. But it fell upon evil times in the stress of financial storm, and the very name of the good old *Journal* was threatened with erasure in consolidations that involved the *Press* and the *Mail*. But it finally became the property of George G. Booth, a man whose genius is displayed in the successful management of papers in many cities; and at once the old *Journal*, dropping all hyphens, leaped from a circulation of thirty thousand to more than three times that number. Its youth seems renewed; and, while it is independent in politics, it still insists on the protective tariff and the gold dollar of the ancient faith. Peter Finley Dunne, long with the Scott and Kohlsaat properties, is now managing editor.

The *Dispatch* was started in 1892, by Joseph R. Dunlop. The lines of

policy were from the first somewhat unlike those approved in the generality of offices, and both in reading matter and in advertisement the patron was likely to find much of a salacious character. Mr. Dunlop persisted in his chosen course, winning the success of a big circulation, but falling finally before an indictment in the federal courts, where he was at length convicted of sending obscene literature through the mails. The case was reviewed and affirmed in the United States Supreme Court, and Mr. Dunlop was sent to the penitentiary, where he remains to this day. His successors are entitled to no common praise for taking a paper so handicapped, correcting the faults which had proved so expensive, and winning with it anything like a public approval. Yet they have done no less. The former management has ceased entirely. The new control makes the *Dispatch* Chicago's one outspoken advocate of the free-silver cause. Its managing editor, John C. Eckel, with twelve years of newspaper experience behind him, is still a young man, firmly convinced of the justice of his cause, and inspired with a purpose to deserve the success he is winning.

Taken all in all, a newspaper man may be proud of the Chicago newspapers. Their energy and enterprise in securing news from every quarter of the world, their care in its proper—and justly proportioned—presentation, their general adherence to rules of supervision which insure safe entrance to the family, and that recognition of art which has made their cartoons and illustrations copied everywhere, make the entire group most worthy members of that fourth estate which really yields the representative literature of the age.—*The Chautauquan*.

AN ADVERTISING FREAK.

A unique advertising freak has appeared in town. His stock in trade consists of an empty tin can with a string run through the center, and a stick. The can is covered with a gaudy label showing that at one time —'s tomatoes or baked beans rested within the can. The possessor of the can gets on a crowded thoroughfare and, sitting down on the curb, places the can between his feet, and, pulling the stick violin-wise across the string, causes most unearthly sounds. As soon as a sufficient crowd is near, the cord is tightened and the notes of "Hot Time in the Old Town To-night," "My Coal-black Lady," "The Midway in the Moon," and other popular successes are sent out on the air. When he is through playing he jumps up and gives out cards advertising a big preserve and canning company's products.—*Philadelphia (Pa.) Call*.

BRIGHT SAYINGS.

PRINTERS' INK solicits marked copies of printed advertisements in which "bright sayings," terse and epigrammatic expressions, appear. There are lots of them, and some of them are mighty good.

SATISFACTION wrapped up in every parcel.

Most substantial of all arguments—goods and prices.

ECONOMY is the road to wealth—for you; economy is the road to ruin—for us: a financial paradox. We can not afford to waste a cent on useless advertising. We can not afford to save a cent on advertising that will sacrifice proper publicity of the extent and worth of our offerings. Extravagant advertising is the best economy. Thereby we sell much, and therefore cheaply.

INCREASING OUR advertising force. Something like thirty thousand people are to-day busily engaged in advertising our muslin underwear attractiveness and cheapness. They are the customers of last week. The publicity that grows from mouth to mouth report and recommendation beats the newspapers hollow in effectiveness. We are getting it—wider with every sale. Our advertising force is thus increasing several thousand a day. If you will examine and price these goods we will have you on the list.

SPANISH NEWSPAPERS.

Although a newspaper was printed at Boston as early as 1689, in Spain no newspaper of any kind existed earlier than the last century. Even during the early years of the present century its capital contented itself with a single journal—the *Diario de Madrid*. The Peninsular war and the establishment of the Cortez gave the first impulse toward something which might be called political journalism, but the change from total repression to absolute freedom was too sudden not to be grossly abused. The *Diario de les Cortez*, the *Seminario Patriótico*, published at Cadiz from 1808 to 1811, and the *Aurora Mallerquino*, published at Palma 1812 and 1813, are the first of the new papers that attained importance. In 1814 the circulation or receipt in Spain of English newspapers was prohibited under penalty of ten years' imprisonment. Most of the native journals fell with the Cortez in 1823. In the following year Ferdinand decreed the suppression of all the journals except the *Diario* and the *Gaceta*, of Madrid, the *Gaceta de Bayona*, and certain provincial papers which dealt exclusively with commercial or scientific subjects. At the close of his reign only three or four papers were published in Madrid. Ten years afterward there were forty, but the number was far more noticeable than the value. Spanish newspapers have been too often the mere stepping stones of political adventurers, and not infrequently the worst of them appear to have served the turn more completely than the best. Gonzales Bravo attained office mainly by the help of a paper of notorious scurrility—*El Guirigay*. His press law of 1867 introduced a sort of indirect censorship, and a system of "warnings," rather clandestine than avowed; and his former rivals met craft with craft. The *Universal* and *Correo* were successively the organs of Jose Salamanca.

At the end of 1854 the political journals published in Madrid numbered about forty, the most conspicuous being the now defunct *Esperanza* and *El Clamor Publico*. Hubbard's agents assign to Spain in 1892, 220 newspapers of all sorts, of which 58 appear in Madrid. The same authorities assign to *El Correo* a circulation of about 10,000 copies; to the

Diario de Madrid a circulation of 12,275 copies; and to *La Vanguardia Federal* one of 16,000 copies. All these are dailies. To the weekly paper, *Correspondencia de España*, they assign an average circulation of 42,000. Cadiz, with a population of 430,000, has five political papers; Seville, with a population of 543,000, has four; and Barcelona, with a population of 275,000, has four. The statement of the *Imparcial* the other day to the effect that it would no longer print Blanco's lies, even if it were seized and suppressed forthwith, gives an idea of the newspaper conditions in that benighted land, where only between 15 and 20 per cent of the people can read. The American press and the American public would not tolerate for a moment the kind of censorship that obtains in Spain, which only means suppression of defeats and of news annoying to the government, and which furthermore permits and inspires the government to print gross fabrication telling of victories that have not been won and deceiving the public into a most temporary quiet, vainly hoping that *poco tiempo* (in a little time), perhaps *pasada mañana* (tomorrow or day after), something will occur, *quien sabe* (who knows), that will place a better light upon real conditions and facts. And so they lie and temporize in a way that truly reflects the Spanish character, which is one of deceit, evasion and cowardice when the truth is concerned.—*Michigan Bulletin*.



The luxuriant hair of this little girl is due to the forethought of her parents in using

AUSTIN'S ANTISEPTIC DANDRUFF DESTROYER AND NEW HAIR GROWER

REGISTERED TRADE MARK.

It promotes a vigorous growth of beautiful hair and kills this microbe that causes dandruff, scalp and skin eruptions. For sale by all Druggists or send \$1. P.O. Order for a bottle to Prof. J.H. Austin, Minneapolis, Minn. Write for free booklet on Care of the Hair.



AT THE HUB.

BOSTON, Sept. 7, 1898.

Editor of PRINTERS' INK:

On a rainy day one of our furnishers sets out a rack of umbrellas which he rents free, only requiring a deposit of \$1 to insure their return. On the folds of each one is painted a bright red ad which can be read up and down the street when the umbrellas are raised. In the *New England Grocer* of August 26 Charles Austin Bates has some "Practical Hints on Advertising," and says that the multi-bargain kind of advertising is the kind that draws trade, and asks you to look at Hilton, Hughes & Co.'s ads, among others in New York, to prove the assertion. As this firm was closed out nearly two years, isn't it about time for Mr. Bates to revise his syndicate matter? A novel window attraction is a soap sculptor. The artist is Mr. Paul Rhind, of New York, who is advertising a new brand of Castile. Taking a mass of soap he deftly fashions the bust of one of our naval heroes. The Boston Raisin Co., are advertising a free trip to California to the grocery clerk who sells the highest number of packages of not-a-seed raisins. The Sanford Mfg. Co., 4 High street, Boston, offers four prizes of \$25, \$15, \$10 and \$5 to shoe dealers who prepare the best advertisements to induce customers to use perfection circlettes in their shoes. The contest closes Oct. 1, 1898.

GERALD DEAN.

ONE EXCEPTION.

Office of
"THE COURIER." }
GERING, Neb., August 7, 1898. }

Editor of PRINTERS' INK:

Sam E. Whitmire, in last issue of PRINTERS' INK, makes the broad assertion that the best printed and illustrated catalogue is the most productive. While he refers principally to the retail mail order trade, I have a case in the general trade in view which does not seem to corroborate his opinion. I am in the stationery and notion line, and receive a great many catalogues, and of all that reach me, the shabbiest, dirtiest, rockiest one is that of Charles Broadway Rouss, the millionaire merchant of your city, whom no one doubts has made it a successful vehicle for reaching customers. Its shabbiness is remarkable, from a typographical standpoint, and it is printed very poorly on the flimsiest paper, without illustrations, and little or no system in its arrangement. He is too far away for me to buy from, but if I were in the reasonable radius I believe I would have been a customer before now. I believe Mr. Whitmire has the correct idea in general; and I also believe that the salient feature of a successful catalogue is the right goods at prices which the recipient knows to be an object. If he is interested he will wade through even such rubbish as the Rouss catalogue.

Very truly, A. B. WOOD.

IN BOSTON.

BOSTON, Sept. 6, 1898.

Editor of PRINTERS' INK:

Essex County has been covered by a crowd of young men on wheels, with a bugler and a megaphone advertising a picnic and muster at Centennial Grove Labor day. At a large fire the other day an enterprising firm hired a window near the scene and threw out among the hundreds of people watching the fire several thousand of their advertising cards. DEM.

IN progressive advertising work the view constantly changes, so that the ideas which one starts out with are not the ideas he entertains after a few years' experience.—*Grocery World*.

IN CHICAGO.

CHICAGO, Sept. 2, 1898.

Editor of PRINTERS' INK:

A procession of men went marching down State street, each one inclosed in a muslin box, with only his head and feet protruding. Each side of the box bore a legend like this: "Spain lost because she had a poor navy-to-back-her; U. S. wins because every man has Standard Navy Tobacco." A big State street clothier paraded the principal streets with a line of floats representing the different stages that the wool goes through before being made into his boys' school suits. A State street clothing window represented the school-room, with Uncle Sam, in the role of teacher, expounding this problem on the blackboard: "If you buy one of —'s school suits at \$2.05 equal to any ordinary \$5.00 suit, how much money do you save?" "\$2.05." "Right you are." That window always holds a crowd. Armour & Co. have a fine soap display in one of The Fair windows; it introduces their new Tar Floating Soap, and a dainty sailor is ploughing the raging main on an immense cake of soap.

LOUIS ELLER ASHER.

PRaise FROM A HIGH SOURCE.

Office of
F. MIDDLETON & Co., }
Importers of Teas and Coffees. Steam }
Coffee Roasters. }
19, 21 and 23 South Second Street. }
PHILADELPHIA, Sept. 1, 1898. }

Advertising Department PRINTERS' INK,
New York, N. Y.:

GENTLEMEN—We desire to express to you our appreciation of your columns as an advertising medium. Not long since we inserted a small notice therein to the effect that we had for sale, at a low price, a couple of hundred cuts, comical and otherwise, such as are used in advertising. We have been more than gratified at the results attained, and take great pleasure in testifying as much.

Wishing all success to PRINTERS' INK, and promising to bear the above successful results in mind in our future kindred notices, we beg to remain, yours very truly,

F. MIDDLETON & Co.
Dictated. Theo. E. Parpre, Adv. Mgr.

IT'S ALL RIGHT NOW.

Naked ladies who drink water must hereafter put on some clothes. A Los Angeles distilled water company used a female form divine in its advertisements, and has received a letter from the W. C. T. U. protesting against it, whereupon they have gallantly put bloomers on the ad, and it is all right.—*Pasadena Star*.



"CHEAP PRESSWORK."

NOTES.

THE *Commercial Advertiser* seems to be winning golden opinions since Mr. Seymour took it in hand.

THE *Advertising World*, Columbus, Ohio, has issued a booklet of "1,000 Advertising Catch Phrases and Ideas." Price 50 cents.

G. H. MIERS, advertising contractor, of 65A Oxford street, London, W., England, issues a booklet on "Advantageous Advertising," which he is very anxious to send to P. I.'s readers.

A FIRM in Pennsylvania distributes its advertising blotters through the local banks, which, on entering a deposit, always put one of the blotters in the book before closing it and handing it back to the depositor.

Publicity is one of only two publications in Europe devoted to advertising, and is a bright little magazine, edited by Ernest Morrison, M. J. I., issued monthly from Lowgate, Hull, England. The subscription price is two shillings, or fifty cents, per annum.

S. J. PETREE, Belgreen, Ala., issues a booklet, "How to Increase the Revenue of Fourth-class Postmasters." He advises the selling of names, the starting of subscription and mailing agencies, the publication of agents' directories, and the taking of agencies for various articles.

THE following amusing printer's error is perhaps something out of the common. In a new book, dealing with Roman history the hero should have said, "Bring me my toga," but the unhappy printer brought it up-to-date by the substitution of a wrong letter, and made him say, "Bring me my togs."

THE New York Life Insurance Company has prepared a small booklet, suitable for the vest pocket, giving a table of the stamp duties levied under the War Revenue Act. As a reference list for the merchant the book is a great convenience, as it contains nothing but the bare figures and facts, in alphabetical order.

WE don't know who C. V. White is, who writes on advertising in the *Trade Register*, Seattle, but we know that he is going to make Charles Austin Bates and other old-time ad-writers hustle to keep pace with him if he keeps on the way he has started out.—*North-western Trade and Leather Journal*.

ARTHUR B. HITCHCOCK, of the *Youth's Companion*, becomes advertising manager of the *Ladies' Home Journal* on October 1. He has been identified with the *Youth's Companion* for twelve years, and was formerly with the *Boston Home Journal*. Mr. Hitchcock succeeds Ralph Tilton in his new position. Mr. Tilton's time is now fully occupied with the unique and charmingly illustrated *Saturday*

Evening Post, published by the Curtis Publishing Company.—*Profitable Advertising*.

THE Proprietary Association of America, at its last convention, by resolutions requested all publishers who had or desired to have their business to procure a rating through the Advertisers' Guarantee Co. or some similar company. They went so far as to vote that they would give preference in placing their business to papers which should comply with their request, and we are pleased to be able to say they have largely kept their word and remembered such papers as have reported guaranteed circulation.—*Art in Advertising*.

POSTERS IN 3800 B. C.

Explorers among the ruined pyramids of Sakkarah recently discovered among the sarcophagi and mummy cases a roll of prehistoric posters. Egyptologists infer from their character and inscriptions that they belong to the period of King Marena or King Pepi, both of Dynasty VI. There were twenty-three copies of the poster, all from the same stencils. There were two, and possibly three, colors used, applied in flat tones, and the posters were made of vellum. They were in a fair state of preservation, although stripped of their wrappings by ancient tomb breakers. Four of the posters were intact. The remainder were more or less fragmentary. The ground color was originally white or yellow. Isis and Nephthys are depicted overshadowing the hieroglyphed inscriptions. Red and gold were used in striping and borders. The find is regarded as an important one, almost as important, in fact, as the fragments found by Colonel Howard Vyse in the upper chamber of the smaller pyramids of Gizeli.—*The Billboard*.

A MAN OF AFFAIRS.

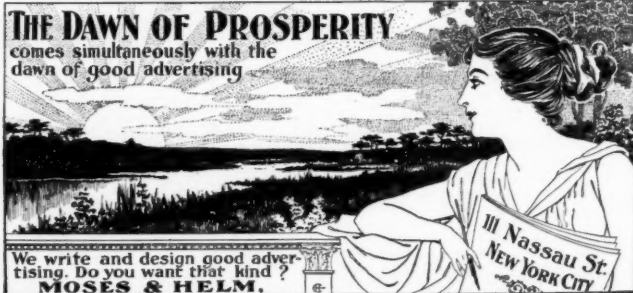
THE following old-time handbill, issued near Lancaster, England, and unearthed by the *Youth's Companion*, must have come from one who was emulating the example of the man who had five talents and made of them five talents more. Let us hope he was rewarded:

"James Williams, parish clerk, sexton, town crier and bellman, makes and sells all sorts haberdasheries, groceries, &c.; likewise hair and wigs drest and cut on shortest notice. N. B.—I keep an evening school, where I teach at humble rates reading, riting and rithmetic and singing. N. B.—I play an hooboy occasionally if wanted. N. B.—By shop next door see where I bleed, draw teeth and shoe horses with greatest scil. N. B.—Children taught to dance by me, J. Williams, who buy and sell old iron and coats. Boots and shoes cleaned and mended.

"A ball on Wednesdays and Tuesdays."

THE DAWN OF PROSPERITY

comes simultaneously with the
dawn of good advertising



We write and design good advertising. Do you want that kind?

MOSES & HELM.

THE LOCAL STORE.

The question of advertising a store situated in the outskirts, and catering to a sectional trade, is worth thought. It is necessary that the merchant shall keep in touch with his trade, therefore he must advertise. Questions arise as to the best methods to follow. Papers of general circulation are not entirely worthless, but there is so much circulation which the suburban merchant does not want, and yet must pay for, that this plan is generally impracticable. Many plans have been tried, and among the best of them seem to be the booklet and circular, and the publishing of a small paper of local interest. Besides the many circulars and booklets furnished by manufacturers and jobbers, the dealer should issue some good literature of his own. This should be distributed in his territory by trustworthy carriers, or mailed from a carefully kept list of names. The following plan has been tried by several merchants similarly located, and has proven successful. A small paper is issued at regular intervals. This contains news of local interest as well as the merchant's advertising. Many times there are other merchants in the same locality who will bear part of the expense in order to have advertisements displayed therein. This paper is distributed free throughout the section, and will find ready readers if the news is carefully gathered and edited. Many times such a publication can obtain accounts of local interest that never find their way into the papers of general circulation. Such papers are being published by many merchants who cater to a sectional trade, and even those with a more general patronage often find the plan remunerative.—*Iron Age.*

An advertiser with perseverance and determination will win against great odds.—*Short Hills (N. J.) Item.*

Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

25 CTS. a line for 50,000 proven. WOMAN'S WORK, Athens, Ga.

PROOFREADER desires position. Trained corrector. A. BEACH, 48 S. Ada St., Chicago.

WE buy, rent and sell letters replying to ads. PRESS LETTER EXCHANGE, Sta. E, N. Y.

PERFECT half-tone cuts, 1 col., \$1; larger, 10c. per in. ARC ENGRAVING CO., Youngstown, Ohio.

MAIL order men, write for our proposition: clean goods; large profits. 613 Consolidated Exchange Building, Chicago, Ill.

WRITER of humor would like to furnish weekly letter to three more publications. Address SAM WESSELL, 327 Benson St., Camden, N. J.

ADVERTISER, having household article sold by agents, wishes particulars and prices of goods suitable for use as premiums. Lock Box 18, Northfield, Vt.

WANTED—Case of bad health that R-T-P-A-N-S will not benefit. Send 5 cents to KIPANS CHEMICAL CO., New York, for 10 samples and 1,000 testimonials.

ENERGETIC young printer, seven years' experience, desires position in advertising department of a metropolitan paper or magazine. J. C. SCHMIDT, Warren, Ohio.

NEWSPAPER artist, who has made a specialty of 2 and 3 scene comies, would like to become regular contributor to newspaper or syndicate. "G. M. A." care Printers' Ink.

THE BRITISH MARKETS—Partner of English house, on business trip to the United States, desires interviews with a view to introducing goods on the British markets. N. Y. bankers' references. Address "H. C.," care Printers' Ink.

AM seeking connection as advertiser. Assistant capacity or other wise. Address "H. V. S.," 8 S. Delaware Ave., Philadelphia, Pa.

WRAPPERS to wrap. Buy a \$4 economy wrapper paper, and do the work twice as quick, better and without "muss." Great time saver. In stock all branches AM. TYPE FOUNDRIES CO. See addresses under "Advertisement Contractors."

I HAVE a scheme for a legitimate, honorable business enterprise that will net \$100,000 a year on an investment of \$25,000 cash and a lot of hard work on my part. Sounds like fiction, but it is the truth. If I had \$2,000 I would not want a partner, but having nothing I do. I am going to be very particular who I take into the plan. Are you the man? Address, by mail only, "BONA FIDE," care Printers' Ink.

WE WANT HIGH-GRADE ADVERTISEMENTS: CAN WE GET YOURS? 50,000 GUARANTEED CIRCULATION. Rates, 25 cents per agate line, each insertion. All ads next to reading matter.

\$ 1.00 buys 4 lines	\$ 14.00 buys 4 inches
1.25 " 5 lines	17.50 " 5 inches
1.50 " 6 lines	21.00 " 6 inches
1.75 " 7 lines	24.50 " half col.
3.50 " 1 inch	49.00 " one col.
7.00 " 2 inches	98.00 " half page
10.50 " 3 inches	156.00 " 1 page

Only first class matter accepted. Parties without good commercial rating must send cash with order. Cuts must not be over 2-3-16 inches wide. Copy for an issue should reach us by the 25th of previous month. An adv. that will pay anywhere will pay in WOMAN'S WORK, Athens, Ga.

STORIES AND PROOF.

There is no reason why advertisers should not have the very best that their money will buy—if they buy right.

Now, why not write me! There's one thing about my designs—they're not merely pictures alone—they advertise, they produce results.

I design, engrave and print if desired.

That's TALK—now PROOF.

For instance: I submitted to an inquiring and dissatisfied advertiser a sketch for large advertising poster, handsomely and strikingly illustrated with designs that put his business announcement before the public in a remarkably convincing way. He discarded his old one and ordered the new designs from me. Then placed the order with me for 10,000 copies which I printed for him. He says: "Just received the posters. They are all right. *Nicer than I expected they would be.*"

Then I submitted sketches for a small four-page folder, with very unique and original illustrative designs.

He says: "Your letter inclosing rough sketches for folder just received. Well, I guess you have me coming your way. Any one in my business who wouldn't give a folder of this kind at least a trial, would not have an eye to his own business interests. Therefore I will order the plate and you may put me down for a trial order of 10,000 folders. You have everything illustrated better than I could even have suggested."

Later on he placed the order with me for 30,000 more of these folders. PROOF.

Then I wrote and designed three plates for his newspaper advertising. He wrote: "Designs O. K." and placed the order.

Later two more designs submitted and ordered. Then two more on a different line, as he was greatly pleased at the way his advertising now showed up in the papers. To complete his system of newspaper advertising he has just ordered two more plates and now has a series of advertisements far ahead of anything he had previously even thought of. Now all this work being done for one business man alone, shows how advertising methods can be improved upon if gone at in the proper way. He now gets his money's worth in his advertising. I invite your correspondence about

ADVERTISING DESIGNS that ADVERTISE. Remember that I submit sketches and details on approval—no charge if not acceptable.

W. MOSELEY, 98 Hill St., Elgin, Ill.

NEWSPAPER MAN—Fourteen years' experience (36) as publisher and general advertising manager, acquainted with advertising agencies and general advertisers, wants position in East, October 1, where work and ability will count. Address "C. B. A." care Printers' Ink.

CORKS—We are using over a hundred gross of corks a month of an extra-fine quality, and are paying \$3 per thousand for them. The size is $\frac{3}{8}$ inch diameter by $\frac{1}{2}$ inch long. They are fine corks (and have to be), one end guaranteed fine. We want to hear from a dealer who is ready to furnish a better cork for less money. Come and see us, with a sample. Will contract for a thousand gross. **THE RIPANS CHEMICAL CO.**, 10 Spruce St., New York.

NEWSPAPER BROKER.

E. P. HARRIS, 150 Nassau St., N. Y., sells and plans paying papers.

CIRCULAR LETTERS.

CHAS. A. FOYER CO., Times B'dg., Chicago, produces fac-simile typewritten circular letters by the thousand or million. Best work, lowest prices. Samples free.

ADDRESSES AND ADDRESSING.

CLASSIFIED ADDRESSES—Agents, invalids, trades, etc. Authenticity guaranteed. State class, quantity and secure rates. **F. R. CARTER, Inc.**, 114 W. 34th St., New York.

STEREOTYPE OUTFITS.

STEREOTYPE outfits cheap; new method: plates like electros. Also cheap cut making process; no etching. Circulars for stamp. **H. KAHRS**, 240 East 33d St., New York.

NEWSPAPER METALS.

IF the "life" of Blotchford linotype, stereotype or electrolyte metal is 10 per cent, 25 per cent or 50 per cent greater than the life of metal of some other make, it is worth 10 per cent, 25 per cent or 50 per cent more than the other. **E. W. BLATCHFORD & CO.**, 54-70 N. Clinton St., Chicago.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

THIS PAPER is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, Ltd., 16 Spruce St., New York. Special prices to cash buyers.

MAILING MACHINES.

MATCHLESS mailer, \$12 net, "beats the beater." **REV. ALEX'DR DICK**, Meridian, N. Y.

HORTON mailer (\$20 net), used exclusively by *Ladies' Home Journal*, edition 850,000, who write: "We save the cost of a machine in knife sharpening alone every four months." You can't afford to use any other, even if it costs more than the Horton. In stock all branches **AM. TYPE FOUNDERS CO.**

AGRICULTURE.

IF you would reach the farmers, use the columns of Lippman's Almanac—one hundred thousand copies guaranteed, and the Memorandum Books—two hundred thousand copies guaranteed. For ten dollars we can give you an advertisement of four lines in the entire edition. These books have been published by us for twenty years.

LIPPMAN BROS., wholesale druggists, Lippman's Block, Savannah, Ga.

ADVERTISING NOVELTIES.

AD NOVELTIES, Ad Calendars. Write **CLASP CO.**, Buchanan, Mich., for samples and prices.

OUT mailable bill books are business builders. Free sample and folders. **AMER. BILL FILE CO.**, Ft. Wayne, Ind.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

PRINTERS.

IF you are a believer in *printing that makes a hit*, it will pay you to send your order to the **LOTUS PRESS, Printers**, 149 W. 23d St., N. Y. City.

J. E. RICHARDSON, printer to advertising agents and others requiring good work from good type and good ink. 349 Pearl St., N. Y.

DEVENS SCRIPT, shown in *August Inland Printer* for first time, for cards, circulars and social events; very stylish. Our type designs surpass all competition, and purchasers get more effectiveness per dollar when they buy our type. You'll get as much weight for your dollar elsewhere, but we give more "muzzle energy" per dollar with the same weight. Why buy even the second best when the best costs you no more! **AMERICAN TYPE FOUNDERS CO.**

ADVERTISING MEDIA.

WOMAN'S WORK, Athens, Ga., 4 lines \$1.

WOMAN'S WORK, 50,000 proven, 35 cts. a line.

WOMAN'S WORK, Athens, Ga., 35 cts. a line for 50,000 proven.

HARDWARE DEALERS' MAGAZINE, Copy free. 271 Broadway, New York.

AMERICAN HOMES, Knoxville, Tenn.: 1 yr. \$1, including 40-word ad. Disp. 15c. ag. line.

40 WORDS, 5 times 25 cents. **ENTERPRISE**, Brockton, Mass. Circulation exceeds 6,000.

ADVERTISERS' GUIDE, New Market, N. J. 8c. line. Circ'n 4,000. Close 24th. Sample free.

REPUBLICAN JOURNAL, Littleton, N. H. 5,000 circulation. Linotype composition. Send for rates.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 is entitled to receive the paper for one year.

THE Rochester, N. H., **COURIER**, weekly, has the largest circulation of any paper in a manufacturing city having a population of 7,386. A good country paper at a great trade center.

THE YOUNGSTOWN SUNDAY NEWS offers \$100 reward if they haven't got the largest circulation in that territory of 100,000 people. Rates, 20c. inch. Address **NEWS**, Youngstown, O.

THE TIMES-UNION, of Albany, N. Y., is an exceedingly valuable advertising medium, because its readers have the cash with which to buy goods. It has a very large circulation among the very best people. **JOHN H. FARELL**, editor and proprietor.

REACH OREGON, Washington and Idaho progressive farmers via the **WEBFOOT PLANTER**, the leading farm journal of the Pacific Northwest. 5,000 copies monthly guaranteed. Write for rates and sample copy. They will interest you. **WEBFOOT PLANTER CO.**, Portland, Ore.

OUR advertising patrons continue year after year because it pays to advertise in the **JOURNAL OF EDUCATION**. This education weekly, established in 1875, circulates among the best-paid class of educators throughout the country. They have money to spend, and if you want your share of it place your advertisement in the **JOURNAL OF EDUCATION**, published at 3 Somerset St., Boston.

ABOUT seven eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address **THE GEO. P. ROWELL ADVERTISING CO.**, 10 Spruce St., N. Y.

TO ADVERTISERS.

T We publish the **NEW YORK MUSICAL ECHO**, consisting of 32 pages and cover—pages 12x14—containing portraits of actresses, vocal and instrumental music.

If you want to contract for 500 copies, you to take them as you want them, we will give you the back page for your advertising and charge you six cents a copy for the **ECHO**. You could not give away anything to your lady customers that would be more pleasing than the **NEW YORK MUSICAL ECHO**. Address

NEW YORK MUSICAL ECHO CO., Savannah, Ga.

MISCELLANEOUS.

SEND your name on a small postal for a sample of my Large Postal for advertisers. Largest and strongest on the market and only \$2.75 per 1,000. WM. JOHNSTON, 10 Spruce St., New York.

PILES cured quickly and permanently by Dr. Brown's Pile Cure. Used by many physicians in practice. Price 35 cents.

CATARH and the headaches it brings relieved, and permanently cured. Hay fever and asthma vanquished by Dr. Brown's Cure. Price 25c.

PAID HEADS and gray, faded hair cured. Month's trial 25c. All by mail. Address BROWN MED. CO., DEPT Y, Youngstown, Ohio.

FOR SALE.

21 BUYS 4 lines, 50,000 proven. WOMAN'S WORK, Athens, Ga.

FOR SALE—Ten R-T-P-A-N-S for 5 cents at druggists'. One gives relief.

DAILY paper, job office, New England city of 25,000, for \$4,000. "B. S. E." Printers' Ink.

INOTYPE for sale. Nearly new; two magazines; three sets of type. Terms right. P. O. Box 32, Station D, New York.

FOR SALE—A well equipped modern news and job office. All necessary machinery and new type faces. Cash or time. REYBACH-BUSH CO., Louisville, Ky.

FOR SALE—One of the leading and best known agricultural papers in the U. S. Guaranteed to pay not less than 10 per cent on \$150,000. Address "SUCCESS," care Printers' Ink.

FOR SALE—8-page weekly paper and job office in best mining town in the West; only paper in new and growing town of 1,000 people. Gross receipts \$5,000 a year. Will sell whole business, including large power press, fine new office building and lot, for \$25,000 cash, or half interest for \$1,250. Address S. F. SHUTT, Sumpter, Ore.

\$8,000 WILL buy the best newspaper property of the largest and best town in the best county of the best State between the Mississippi River and the Rocky Mountains. If you've got the price, here's your chance; if you haven't, don't write. Daily and weekly, established 1872. Hoe press. Best subscription lists and best advertising patronage in county. County has 65,000 inhabitants. Address A. MULE, care Printers' Ink.

ADVERTISEMENT CONSTRUCTORS.

JONES.

MARSH.

DIXEY, 150 Nassau St.

JONES, 101 World Bldg., N. Y.

GILLAM & SHAUGHNESSY, Advertisers, 623 & 624 Temple Court, New York. Write.

50 GOOD ads shown every issue; 10c. a copy \$1 a year. AD BOOK, San Francisco.

THE only writer of exclusively medical and drug advertising. Advice or samples free. CLYSSSES G. MANNING, South Bend, Ind.

WOLSTAN DIXKY.
Writing, Illustrating, Ideas, Plans and Advice for Advertisers.
My free booklet, "Business," will give you a good idea of my style and methods of work. Send for it.
150 Nassau Street,
New York.

JOHNSTON attends to the whole business—writing, designing and printing. I believe I can get up an advertisement or booklet or circular as well calculated to sell goods as any person in the business. I have better facilities than any other man in the land for turning out the finished job. It is all done under my personal supervision. I am always on deck myself. No matter what you may want, write me about it. Send your name on a small postal for a copy of my large postal. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., N. Y. City.

POOR ads are dead when the ink is dry;
Good ads live on, to tell their story.
MARSH, Box 943, Springfield, Mass.

YOUR best salesman is a properly constructed catalogue. See our new booklet, "Catalogue." H. WILSON HOYT, 2 & 4 Elm St., N. Y.

SEND your name on a small postal for a copy of my large postal. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., N. Y. City.

THE profitable placing of advertising consists first in preparing good copy. Copy that says what ought to be said in a convincing way. Second in setting the matter in such type as will catch the eye and embellishing the same with a picture if one can be determined on that will tell its story at a casual glance. Third, in the selection of papers that reach the largest number of the right sort of people and sell advertising space at a reasonable rate—not low priced papers; but those that are at the same time high priced and cheap on account of the great service they can render. To secure these points for the advertiser who employs us is our practice and profession. Address THE GEO. P. ROWELL ADVERTISING CO., No. 10 Spruce St., New York.

OOOOOOOOOOOOOOOOOOOOOOOOOOOOOOOOOO
OOOOOOOOOOOOOOOOOOOOOOOOOOOOOOOOOO
OO
OO I gladly send samples of my work and
OO booklets that explain my methods, etc.,
OO to business men who ask for them.
OO
OO
OO CHAS. F. JONES,
OO Writer and Illustrator of Advertising.
OO Practical Advice on Business Subjects.
OO Suite 101, World Building,
OO New York, U. S. A.
OO
OOOOOOOOOOOOOOOOOOOOOOOOOOOOOOOOOO
OOOOOOOOOOOOOOOOOOOOOOOOOOOOOOOOOO

G GOULD.
GOULD.
MEDICAL.
The success of your traveling men, especially in taking new orders, depends, in a large measure, upon the business literature they are to back up their claims. The proper system of advertising in professional and trade journals, with auxiliary booklets, circulars, etc., will do much to create a receptive spirit, a favorable inclination toward your representative when he calls on the physician, druggist or druggist. In my new 32 page book, "Evidence," free on request, are fac-simile letters from various manufacturing chemists, stating what results they have obtained from the advertising I have written for them. Let me write your advertising. M. F. GOULD, New Haven, Conn.
MEDICAL.
GOULD.

O ORIGINALITY.
ORIGINALITY.
ORIGINALITY.
Originality is the distinguishing feature of the up-to-date ad man's work, as it is of our type. The ad man can not afford to endanger his hard-earned prestige by submitting to the yoke of mediocrity in type-design. Advertisers pay for originality—it has a market value, and is the progressive ad man's prime characteristic. Ads, booklets and jobs set in type of our make will increase your patronage and maintain the goodwill of your customers. Where can you find satisfactory substitutes for the following: In Schoffer Old Style Jensen Cushing

Satanick	Jenson	The DeVinnes
Touraine Old Style	Old Style	The Ronaldsons
Bradley	Lined	Quente II

AMERICAN TYPE FOUNDERS' COMPANY.
Boston: 270 Congress St.; New York: 108 and Duane Sts.; Philadelphia: 606 614 Sansom St.; Baltimore: Frederick & Water Sts.; Buffalo: 45 N. Division St.; Pittsburg: 323 Third Ave.; Cleveland: St. Clair and Ontario Sts. Cincinnati: 7-13 Longworth St.; Chicago: 103 East Monroe St.; St. Louis: Fourth and Elm Sts.; Minneapolis: 24-36 First St., south; Kansas City: 633 Delaware St.; Denver: 1616 Blake St.; Portland, Ore.: Second and Stark Sts.; San Francisco: 406 Sansome St.; Spokane: 10 Monroe St.; Toronto: Toronto Type Foundry Co., Ltd., 44 Bay St.; Atlanta: Dodson Printers' Supply Co., 357 So. Forsyth St.; Dallas: The Scarff and O'Connor Co., 266 Commerce St.



Position

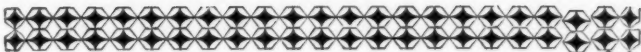
In advertising is hard
to get these days.

You pay double for it in
almost any medium you can name.

The nearest to position, with-
out extra cost, is Street Car Space.

Here you are not one of a
hundred or more—but

GEO. KISSAM & CO.,



One of Sixteen or Twenty

Does not that
reduce competition?

Any space is good space in a
Street Car—*IF* you put the right
stuff in there's no chance about the
result—It will be read.

Read at the right time,
for the Street Car is the vehicle
that brings the buyer to your shop
door.

253 BROADWAY, N. Y.



THE LARGEST MORNING CIRCULATION
.. IN THE SOUTH ..

The Courier-Journal

VOLUME XCI NEW SERIES—NO. 10,825

LOUISVILLE, SATURDAY MORNING, AUGUST 20,

Three Sections—24 Pages
SECTION ONE—8 PAGES.

The Courier-Journal

VOLUME XCI NEW SERIES—NO. 10,819

LOUISVILLE, SUNDAY MORNING, AUGUST 21,

Subscription Price For
a Short Time,

50c a Year.

Get it At Once and Keep
Posted On the War.

THE TWICE-A
COURIER-JOURNAL

ONE DOLLAR A YEAR

VOLUME 59—WHOLE NUMBER 3,135.

LOUISVILLE, SATURDAY MORNING, AUGUST 20,

LAST EDITION.

SPORTING SPECIAL.

THE LOUISVILLE TIMES

VOLUME XXX NO. 94

LOUISVILLE, FRIDAY MORNING, AUGUST 19,

"'Twas in the Newspaper and
all the world now knows it."

"I awoke one morning and
found myself famous."



A FEW FACTS about LOUISVILLE

A Medium of Tremendous Power

Population, 223,235. Area, 20 Square Miles.
Value of Church Property, \$6,500,000. Aggregate
One Fare to all Parks. 74 Miles of Streets.
3 great Bridges cross the Ohio here. Splendid
200 Men in Fire Department—20 Engines 5 Hooks
30,000 Pupils in 46 Public Day Schools. 8 Public
1 Dental College. 1 Institute for the Blind.
1 Manual Training High School. 46 Charitable
1,800 Manufacturing Establishments, with a combined
Tax Rate City, County, State, per 100, \$27.
Largest Wagon Factory in the World, covers 30 acres.
Largest Market for Famous Kentucky Whiskies.

THE LOUISVILLE TIMES, Sown

W. N. HALDEMAN, President.
HENRY WATTERSON, Editor.

THE S. C. BECKWITH SPECIAL AGENCY

ier-Journal.

ING, AUGUST 20, 1898—TWELVE PAGES

PRICE THREE CENTS

MORE THAN DOUBLE THE CIRCULATION
OF ANY OTHER MORNING PAPER
IN KENTUCKY.

ier-Journal.

Y MORNING, AUGUST 14, 1898

SUNDAY PRICE FIVE CENTS

SECTION 1 EIGHT PAGES.

VICE-A-WEEK

R JOURNAL.

DOLLAR A YEAR.

DAY MORNING, AUGUST 20, 1898.

NEW SERIES---NO. 67.

Subscription Price For
a Short Time,
50c a Year.
Get it At Once and Keep
Posted On the War.

SVILLE TIMES.

LAST EDITION.

SPORTING SPECIAL.

DAY MORNING, AUGUST 19, 1898

PRICE TWO CENTS

UISVILLE and the LOUISVILLE COURIER-JOURNAL

remendous Power—Far-reaching in Its Influence and Effects.

Square Miles.	Value of Property, assessed \$120,000,000.	Number of Churches, 219.
000.	Aggregate Bank Capital, \$15,230,310.	165 Miles Electric Street Railway.
es of Sewers.	152 Miles well paved Streets.	10 great Railroad Systems center here.
e.	splendid Parks, aggregating 1,079 Acres.	300 Men in Police Department.
Engine	5 Hook and Ladder Companies, 1 Water Tower.	
hools.	8 Public Night Schools.	16 Kindergartens.
or the Mind.	2 Law Colleges.	3 Theological Seminaries.
46	Charitable Institutions.	54 Newspapers and Magazines.
ts, with	combined Capital of \$38,083,495, employing 28,198 Hands.	
100, \$27.	Greatest Tobacco Market in the World, Actual Sales, 1897, 138,256 Hhds.	
rd, covers	30 acres, output of 100 daily.	Largest Plow Factory in the United States.
cky Whiskies.	Largest Cement and Vinegar Market in the United States,	

Swm Average, May, 1898, - - - - 35,305

L AGENCY, - - - - - NEW YORK AND CHICAGO

PRINTERS' INK.

ABOUT PRIVATE POSTAL CARDS.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to January 1st, 1901 the end of the century.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$50, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 50-52 Ludgate Hill, E. C.

NEW YORK, SEPT. 14, 1898.

DON'T waste money advertising something you don't believe in. Honest enthusiasm is the first requisite of a well-written ad.

THE recent publication in the Kansas City *Star* of General Miles' interview containing strictures on the War Department has given that newspaper an enormous amount of advertising, almost every other daily in the country mentioning it in connection with the matter.

MR. C. A. MONTGOMERY, of 108 Times Building, has been appointed Eastern representative of Mast, Crowell & Kirkpatrick, of Springfield, Ohio. Mr. Montgomery is well and favorably known among advertisers in connection with lithographic work, but says he has still to become acquainted with the advertising agencies. But he won't find them at all hardhearted—in the case of such excellent publications as he represents.

IN Utica, N. Y., Dr. G. Alder Blumer, an honorary member of the Society for the Correction of the Abuse of Public Advertising, of England, is working hard for the suppression of local defacement of public scenery. He appears to have been successful in arousing public opinion, so that Uticans are beginning to tear down the offensive defacements, and discerning how beautiful old Mother Earth is, adorned only in her own nakedness.

Office of

"PORTAGE DAILY REGISTER,"

"THE WISCONSIN STATE REGISTER."

PORTAGE, WIS., Aug. 29, 1898.

Editor of PRINTERS' INK:

I want some information which may be of general interest to printers. Is it permissible to print a "card" on the address side of private mailing cards, *i. e.*, "From the *State Register*, Portage, Wis.," as upon an envelope? May anything other than "Private Mailing Card—Authorized by Act of Congress, of May 19, 1898," and "This side exclusively for the address," be lawfully printed on the address side? I have received two or three private mailing cards containing other printed matter than that quoted above, under a one-cent stamp. Your attention will oblige, yours truly,

MAURICE GOODMAN.

Questions like the foregoing should be submitted to the Postmaster-General, who, under the law creating private postal cards, is authorized to make "regulations" limiting their use. A pencil sketch should be submitted to him of the design or whatever else it is intended to put on the address side of the card. It is unfortunate that the Government has not authorized the issuance of private postal cards without limitations except as to size and weight and sufficient space for the address, as in Canada. In that case the Damocles sword of postal disapproval would not hang over every advertiser who desires to make his cards of some advertising value to him—the only object of issuing them.—[ED. P. I.]

ALBANY, N. Y., Aug. 24, 1898.

MY DEAR SCHOOLMASTER—The papers have been full for the past few weeks of the order of the Postmaster-General anent the private postal card, and it would seem that it is the general impression that any one can get up his own design and send it through the mails for one cent, in the same manner that obtains in Canada. This is not the case, however, for a card which is used for a written communication can bear on its face only the words, "private mailing card, authorized by an act," etc. Now, in my humble opinion, there could be no earthly objection to a design on the face of the card, together with the name and address of its sender, and I feel confident that such cards could be used as advertising media to advantage, especially until the novelty wore off; for example, imagine a Siegel-Cooper card with the lady of the fountain in the center, attractive lettering on both sides, printed on gray card in ink to match the one-cent stamp which would pay the freight, or a Pope Manufacturing Co. card adorned with one of their Binner bicycle girls. I am inclined to think that such cards could be used for many purposes for which a letter is now employed without loss of dignity, and I am also of the opinion that few of them would be thrown away, at first at any rate. If the boys in the upper classes of your school agree with this opinion of a recent addition to the kindergarten, I have no doubt but that a little pressure applied at Washington would

result in an alteration of the order first referred to. Cordially, **GEORGE C. BAKER.**

Office of
WM. H. BAKER,
Printer and Publisher,
No. 251 Market St., Baker Building.
NEWARK, N. J., Aug. 29, 1898.

Editor of PRINTERS' INK:

In a recent issue of **PRINTERS' INK** we saw an item relating to private postal cards, which the government authorized firms or individuals to send through the mails for one-cent postage. We got up and sent to the Newark post-office the inclosed card. It was held there until they heard from Washington authorities. We were informed a few days later that we did not come within the bounds of the act, and the card would require a two-cent stamp.

They stated that we had too much on it and that it was too much of an advertisement.

Would you kindly give us some information on the subject, and oblige yours very truly,

THE BAKER PRINTING CO.,
S. R. B., Treas.

The law which made private postal cards possible allows the Postmaster-General to make regulations as to their use. That official has promulgated the following rules:

Only the superscription, which may include the occupation or business of the person addressed, will be allowable on the face of the cards. The cards must not exceed $3\frac{1}{4}$ by $5\frac{1}{2}$ inches in dimensions, and in quality must be substantially the same as the Government postal cards. Upon the addressed side the

of an advertisement," in the opinion of an official who would find it difficult to indicate just how much advertising a private postal card—the object of which is merely advertising—may contain.

LISTS OF STAMP COLLECTORS.

Office of
WILLIAM H. RHODES,
49 Pearl Street.

HARTFORD, CONN., Aug. 20, 1898.

Editor of PRINTERS' INK:

I would like to get a list of dealers and collectors of stamps. Do you know whether there is such a list published, also if there are any papers printed that treat on the subject? Thanking you in advance for what information you may give, I remain yours truly,

WILLIAM H. RHODES.

Mr. Henry L. Calman, of the Scott Stamp and Coin Co., 18 East Twenty-third street, New York, reports that there is no list, either of stamp dealers or collectors. The Trow Directory publication offices, corner of Eighth street and University place, New York; The Rapid Addressing Machine Co., 314 Broadway, New York, and the Boyd's Dispatch people, 12 Beekman street, all say the same, but all express



ESTABLISHED IN 1888.

Book Job **Printing**

BAKER
PRINTING
COMPANY

One-Cent
Stamp Here.

BOTH TELEPHONES 894.

Private Mailing Card—Authorized by Act of Congress of May 19, 1898.

THIS SIDE IS EXCLUSIVELY FOR THE ADDRESS.

words, "Private mailing card—authorized by act of Congress of May 19, 1898," must be printed; in the upper right-hand corner there should be an oblong diagram with the words, "Place a one-cent stamp here," and in the lower left-hand corner the words, "This side is exclusively for the address." In color the card may be white, cream, light gray or light buff.

The Little Schoolmaster sees nothing in the Baker card that is contrary to the foregoing regulations. The reason given by the Post-office Department for the exclusion of the card is eminently typical. "It was too much

a willingness to get up such lists, and intimate that they would have to make special prices, as being an unusual demand. The Boyd people add that, while such names are not obtainable by ordinary methods, they believe they can get a bona fide list of 300 or 400 dealers. In regard to philatelic papers consult the American Newspaper Directory.

THE tongue of a well-pleased matron is always a good advertising medium.—*Iron Age.*

WHO DO THE BEST ADVERTISING?

In **PRINTERS' INK** of July 27 a blank was printed asking readers to indicate three, four or six advertisers who, in the opinion of the writers, did the most meritorious advertising; and then to choose from this number the one that appeared to the reader to be the best of those originally selected, giving at the same time the reasons for considering him pre-eminent. Among the replies sent in are the following:

D. Phillips, of Mazeppa, Minn., mentions best advertisers as Vin Mariani, Barrios Diamonds, Ripans Tabules, John Wanamaker, and awards palm of superior excellence to Vin Mariani.

J. T. Phillips, of Pekin, Ill., mentions best advertisers as Wine of Cardin, Ripans Tabules, Royal Baking Powder, Laxative Bromo Quinine, and awards palm of superior excellence to Wine of Cardin, because it has original border, attractive cut, apparent direct and truthful ring of reading matter.

A. C. C. MacIntyre, of 368 St. Paul street, Montreal, Canada, mentions best advertisers as Salada Ceylon Tea Co., Slater Shoe Co. (Montreal), Lever Bros. (Sunlight Soap), Abbey's Effervescent Salts, and awards palm of superior excellence to Salada Ceylon Tea Co., because each particular ad set in black type gives a logical reason why you should buy same.

John S. Grey, of Brooklyn, N. Y., mentions best advertisers as Ivory Soap, Royal Baking Powder, Ripans Tabules, Prudential Insurance Co., and awards palm of superior excellence to Ripans Tabules, because of boldness of style, directness and evident sincerity of testimonials.

Luther E. Maine, of 619 W. Pratt street, Baltimore, Md., mentions best advertisers as Royal Baking Powder Co., Ivory Soap, John Wanamaker, Quaker Oats, Pearlina, and awards palm of superior excellence to Royal Baking Powder Co., because one can't fail to notice them—they stick out so plain and strong.

H. C. Pearson, of Concord, N. H., mentions best advertisers as Ivory Soap, Best & Co., John Wanamaker, Columbia Cycles, and awards palm of superior excellence to Ivory Soap.

A. E. Huestis, of 46 Yongs street, Toronto, Canada, mentions best advertisers as Pears' Soap, Sapolio, Dayton Shoes, and awards palm of superior excellence to Pears' Soap, because you see it everywhere.

S. A. Phillips, of Hotel Empire, New York, mentions best advertisers as Vin Mariani, Ripans Tabules, John Wanamaker, Ivory Soap, Pears' Soap, and awards palm of superior excellence to Vin Mariani.

Henry S. Blake, of P. O. Box 607, N. Y. City, mentions best advertisers as Ripans Tabules, Rogers, Peet & Co., H-O, N. Y. Telephone Co., and awards the palm of superior excellence to Ripans Tabules, because of the directness of appeal in each ad to some reader who feels "this is meant for me."

Ludwig & Co., of 1844 Croskey street, Philadelphia, Pa., mention best advertisers as Fels Naphtha, Royal Baking Powder, H-O, Quaker Oats, and awards palm of superior excellence to Fels Naphtha, because the ads are thoroughly honest and always to the point.

E. R. Ferguson, of Warsaw, N. Y., mentions best advertisers as Ivory Soap, Pearlina,

Sozodont, Sapolio, Mellin's Food, Ripans Tabules, and awards palm of superior excellence to Ripans Tabules, because the ads make you want to try the Tabules whether you feel sick or not.

A. P. Armstrong, principal of Portland Business College, Portland, Oregon, writes, under date of August 22: Reaching back to take in the past five years, it looks to me like Ivory Soap is the best advertised article in America, and Royal Baking Powder the poorest, probable expenditures in both cases being taken into consideration. Reasons: Ivory Soap advertisements have been changed constantly from the first. People follow them up like boys follow a curious procession, to see something new and interesting. Royal Baking Powder advertisements were for a long time of a fixed style. A system of change was next inaugurated. A return was then made to the plan first named. People were disappointed in failure of these advertisements under a "constant change" policy to afford them continuous entertainment, and will not now read those stereotyped in style and matter. I believe the Royal Baking Powder Company has paid out many thousands of dollars to educate the public up to the point of not reading its advertisements.

Charles Burton Darling, of Chicago, Ill., mentions best advertisers as Anheuser-Busch Brewing Ass'n, Ivory Soap, Balke & Co., Louisville; the J. B. Williams Co., and awards palm of superior excellence to Anheuser-Busch Brewing Ass'n.

F. James Gibson, of 134 E. 16th street, N. Y. City, mentions best advertisers as John Wanamaker, Rogers, Peet & Co., Sapolio, Macbeth's Lamp Chimneys, Ripans Tabules, and awards palm of superior excellence to John Wanamaker.

Paul Tarbel, "Banker," of The Auditorium, Chicago, Ill., says that Mr. Artemas Ward, of Sapolio, was recently asked to name the three most able advertising concerns in the United States. He answered: "I can't say. I only write advertisements for two." Paul imitates Artemas, in that he is decidedly non-committal as to his choice of the best advertisers.

Arthur Charles O'Brian, of Loogootee, Ind., mentions best advertisers as Ivory Soap, Sapolio, Prudential Insurance Co., Ripans Tabules, and awards palm of superior excellence to Ivory Soap, because of artistic merit, position, attractiveness, compilation and "unavoidableness."

Samuel Davis, ad manager of Kuh, Nathan & Fischer, Chicago, mentions best advertisers as Sapolio, S. H. & M. Binding, Quaker Oats, and awards palm of superior excellence to S. H. & M. Binding, because of brevity, logic and character.

B. E. Chappell, ad manager of Galesburg Mail, Galesburg, Ill., mentions best advertisers as Pears' Soap, Lydia Pinkham, Royal Baking Powder, Prudential Insurance Co., Dr. Pierce, Ivory Soap, Sterling Remedy Co., Ripans Tabules, Marshall Field & Co., John Wanamaker, Carson, Pirie, Scott & Co., and awards palm of superior excellence to Lydia Pinkham, because of terseness, excellent illustrations, bold captions, general tone of reading matter as appealing to women.

Winfield B. Gorton, of Box 166, Hallstead, Pa., mentions best advertisers as John Wanamaker, Geo. Kissam & Co., Ripans Chemical Co., Sapolio, Ivory Soap, Prudential Insurance Co., and awards palm of superior excellence to John Wanamaker, because of the conversational every-day tone of his ads and their simplicity.

Geo. W. Bull, ad manager of *Land and Water*, Boston, Mass., thinks Sapolio the best advertiser, because Mr. Ward certainly opens the public purse.

Who Do The Best Advertising ?

If you are interested in advertising you doubtless have an opinion concerning the comparative merit of the advertising efforts of a considerable number of the conspicuous general advertisers of to-day. You have your opinion as to which uses the best, the most convincing announcements, gets them up in the best shape and places them with the greatest judgment. If you have such opinions PRINTERS' INK desires you to write in the space below the names of three, four, six or more advertisers who appear to you to be doing excellent and effective work.

Who is Best of All?

After you have filled in above the names of as many advertisers as occur to you whose work appears to you to be specially meritorious, please look them over carefully and then write in the space below the name of the ONE you believe is doing the best work as an advertiser and tell if you can what it is about his advertising that has induced you to give it preference over all others.

This application will be reprinted from time to time and a record of the votes will be kept. By and by the conclusions or some of them will be published in these pages. The outcome will not be destitute of interest to advertisers generally and can not fail to be particularly pleasing to the advertising manager whose work the consensus of opinion shall declare to be the best.

Write your name and address below and then tear out this page and mail it in a sealed envelope to PRINTERS' INK, New York.

IF YOU WISH TO PRESERVE PRINTERS' INK FOR FILING, WRITE A LETTER CONVEYING THE INFORMATION ASKED FOR.

THE TEST OF ADVERTISING.

To all advertising infidels, to real seekers after light, to the man or woman who sniffs skeptically or discredits all belief in advertising, I wish to say: Allow a wrong price to slip into your announcement—one which errs on the small side, however. Hide it wherever you wish in any size type. Put it way down at the end, or bury it in the middle; then lay low and wait. In about five minutes after the store has opened you will commence to figure up how much to charge the newspaper for its error.

An occurrence of this sort came under my observation recently. A "phenomenally low price" crept into the cigar column, entirely through error of the compositor—something like five cents a box for fifty-cent cigars. On the day these cigars were advertised the demand for them was enormous. The clerks were instructed to sell at the price announced until noon, when the sale was to be stopped. Many people who did not arrive until noon, and many more who came from out of town, grew wrathly and went away thinking hard things about the store. They insinuated that we were fakes, and showed intimate acquaintance with the various "bunco" schemes vigorously expounded by the *World* and *Journal*. The situation was plainly and courteously explained to them, but their suspicions still rose rampant, and in that frame of mind they departed, each and every one a very bad advertisement. The sale was stopped at noon, and the people's wrath was stirred up, because it is a rule of the newspapers in errors of this sort not to credit the advertiser with any more than the amount of the advertisement of that day. If he sells above this he must stand the loss.

All of this proves conclusively that advertisements are read and that advertising pays. If yours is not profitable, blame yourself or the article advertised, or its price, or the manner in which it is placed in the medium—blame any old thing except that all-powerful promoter of business—advertising. EDITH R. GERRY.

A POINT.

It is possible to overreach the people that you want to reach in your advertising. You have to decide on the intelligence of your hearers. You have to talk their kind of talk. You have to reason their way. You have to use their kind of words. There is where the syndicate form of advertising is a failure. It doesn't appeal to the right kind of people in one case out of ten. When a man wants to reach a laboring man he must use the laboring man's advertising. It doesn't make any difference what books, periodicals or anything else say about the wording or the style of an ad, this one thing must be kept in mind: Advertising is for results, not art nor literature.—C. V. White.

A PARABLE.

And it came to pass that after he had advertised his goods there came unto him great multitudes from all the region round about, and did buy of him. And when his competitors saw it they marvelled among themselves, saying: "How be it that this man is busy, while we loaf about our doors?" And he spake unto them, saying: "Verily, verily, I say unto you, in this fast age of push and rustle, it is easier for a camel to enter the eye of a needle than for a business man to flourish without advertising."

People will not read the advertisements unless they are thrust under their eyes, and this fact is so well known to the men who have made fortunes by the liberal use of printer's ink that they will not make contracts at any price unless their advertisements are placed next to the reading matter of the paper.—*Saratoga Springs (N. Y.) Monitor*.

POINTER FOR DRAMATISTS.

Why is it that we have never had a drama revolving around a newspaper office? The law, railroads, the navy, mining, dynamite, bridges, medicine, blacksmiths—in fact everything save the newspaper profession has had a drama written around it. The possibilities of the profession should appeal to the playwright. The doings of one day in a metropolitan newspaper office would make a drama that would be of entrancing interest to the world at large. When will some observing playwright seize the golden opportunity and give us a drama of the press that will not be a caricature?—*Omaha (Neb.) World-Herald*.

IN SCATTERED ADVERTISING.

There is more money wasted in scattered advertising than in any other kind of poor advertising. The man who advertises his goods in several mediums of small or doubtful circulation is unwise for these reasons:

He doesn't cover the field.

His advertisements are duplicated. The same person sees the same advertisement in several papers at the same time.

His advertisements cost too much. The rates of each medium may seem small, but their aggregate is large.—*Ladies' Home Journal*.

ONE TROUBLE.

I believe that the trouble with most merchants is that they advertise because some one else does, not for the benefits that can be and are derived from it every day. A merchant will see an ad for some cigar. He is probably a dry goods merchant. It strikes him as being the funniest thing he has ever seen. He pastes that ad over his desk, and then tries to build something just as good. Now all this is radically wrong. The kind of advertising that a person would give a cigar would kill a dry goods business.—*Seattle (Wash.) Trade Register*.

SOME of the busiest men whom I have ever seen are numbered among South Carolina journalists, and the man whose physical and mental energies most remind me of the lines, "As idle as a painted ship upon a painted ocean," belongs to this same fraternity. His brain is free from cobwebs, but his office is not.—*Newspaperdom*.

A TIN DIPPER

Not worth much—5 cents, perhaps, or a dime if it is well made and extra strength. But

A TIN DIPPER

Of the right sort would help many a housekeeper who gets along now without any. We have so many little things, that, like

A TIN DIPPER

Don't cost much, but would make the housework easier.

THE FAIR

SOUVENIRS. 126 COLUMBUS AV.

A SANDUSKY (OHIO) AD.

JAPANESE WOMAN AS BUSINESS MANAGER.

An interesting personage in the newspaper business is the Japanese woman, Masa Takahashi, business manager of the *Hawaii Shinpo*, published at Honolulu, U. S. A. This publication is widely advertised in several languages as the leading and the oldest Japanese paper of the islands, as the only Japanese daily in Hawaii, and, of course, as having the largest circulation of any paper reaching the Japanese colony. It is added that the *Shinpo* has a "considerable circulation in Japan and in Japanese colonies throughout the world." In the printing movable type is used. The business manager of the *Shinpo* is the wife of the proprietor, and appears to be the stronger member of the partnership. She is a bright, nervous little woman, very shrewd, very quick, and a marvel of energy and aggression. Masa Takahashi has been out from Japan less than a year. She speaks both English and Hawaiian. In soliciting advertisements and job printing she is as persistent as a book agent and can figure as closely as a Honolulu building contractor. The little woman dresses plainly in holoku, what that may be, and carries her notebook and samples of printing in a bundle with a large silk handkerchief for a container.—*Exchange*.

A GERMAN COMMERCIAL MUSEUM.

The German industrial circles have long been agitating for a commercial museum. At present, in order to keep informed on the style, price and quality in demand among foreign customers, the German industrial world, which really does concern itself to find out these points and manufacture accordingly, is reduced to consulting written or printed lists, circulars and newspaper columns, or else to apply to the consulate. They think it is time now that this state of things was improved. The president of the Industrial Union has laid a proposal for the above-mentioned museum before the Prussian Minister of Commerce and also before the Secretary for the Interior. This museum, which is to support the German export trades, is to exhibit specimens of the products of other States, and also samples of such goods and raw materials as are used and manufactured in Germany. When this commercial museum has been founded in the principal commercial centers, the manufacturers will be in a position to judge of the quality and style of the goods in demand, and this is of the highest importance in the export trade, as has been recognized already in Belgium and Austria, for example, with excellent results.—*Music Trade Review*.

ADAPTATION.

The advertiser who can examine an advertising plan pursued by another advertiser and adapt or improve the vital idea so it will conform to the requirements of his particular line of business is not far from the kingdom.

To originate an entirely new and never used or never thought of style, plan or method of advertising, is an impossibility to the majority of advertisers or advertising agents. The best that can be done is to take a hint here and there, and from these hints or points evolve a plan or method of procedure.

The history of business reveals the fact that the men who achieve the largest measure of success are the ones who have the faculty or intuition to improve or adapt the ideas of the other fellow.

ALLAN BELKNAP.

EVEN WITH THE BEST INTENTIONS.

Only a truthful man knows how much he lies in his advertising.—*Boyc's Hustler*.

GERMAN FAKE ADVERTISING LAW.

No one familiar with ads and methods of soft-soaping the public before the law was enacted will be surprised when one says the law on the whole is a success. No law is perfect. All laws aim to eradicate evils, but few laws succeed in eradicating more than half of the evils aimed at. Perfection in laws is possible among perfect beings. Two years of the law against unfair competition have done much to make unfair ads—absurd falsehoods—impossible. The man who says he is selling felt hats for \$1 must furnish felt hats for that sum. If he says a set of china, it is china, or he can be made to pay for saying it is china. Wool must be wool, not cotton; silk must be silk, not cotton, etc. The benefit resulting to the people from such laws is incalculable. Even beer, the so-called Munchner, must come from Munchen if it is sold for Munchner beer. One can brew a similar beer in Chemnitz, Dresden or Mannheim, but he must make the fact known by saying Munchner beer brewed in Chemnitz, Dresden or Mannheim, or say it is brewed in the Munchner manner.—*Mercantile Journal*.

THE right of the advertiser to know the measure of his purchase in circulation is not less than the right of the publisher to know the weight of print paper received from the mill.—*Anaconda Standard*.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

CONNECTICUT.

HOUSES in New London, 2,571; average copies sold by THE DAY in the city, 2,551.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 22,000 monthly. Covers South and Southwest. Advertising rates very low.

SOUTH CAROLINA.

THE COLUMBIA REGISTER—daily and weekly—is the only daily paper in South Carolina giving a sworn and detailed circulation statement. (See Ayer's Directory). It is the best family newspaper published in the State. That's why it pays to advertise in THE REGISTER.

TENNESSEE.

CRABTREE'S FARM AND TRADE, Chattanooga, Tenn., goes into over 17,000 of the best country homes in the richest section of the South. If you want to reach the best buyers, try an advertisement in the best farmers' paper in the South. It is read from cover to cover. Sample copy and advertising rates upon application. W. R. CRABTREE, publisher.

WISCONSIN.

THE WISCONSIN AGRICULTURIST, Racine, Wis., is the only English general farm paper printed in the State. Reaches more prosperous Wisconsin farmers than all others.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

WANTED.—Case of bad health that R-T-P-A-N-S will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.

THE EVENING CALL

LAFAYETTE, INDIANA,

is the best daily newspaper in America for the size of the town. It is typographically handsome, accurate and reliable. Member Associated Press. It has more home advertising and foreign advertising than any other evening paper in its field. It brings results. It is read by all classes.

THE .Arizona Republican.

A MODERN NEWSPAPER.

HAS NO RIVAL IN THE GREAT SOUTHWEST.

It is printed every day in the year at Phoenix, the liveliest town of its class in the United States.

For particulars see

H. D. LA COSTE,
38 PARK ROW, NEW YORK.

"CHILDREN HAVE MOTHERS."

IT IS PROFITABLE

To advertise in

BABYLAND

and

LITTLE MEN AND WOMEN

any article which is used in the household, because these magazines are read to the children by their mothers, and the mothers are the buyers.

CHARLES E. GRAFF, Publisher,
100 William St., New York.

The Great Lakes Territory

is covered fully by

The Detroit Suns

Drop us a postal
for rates.

Detroit Suns, Detroit, Mich.

Bridgeport, Connecticut.

The Morning Union

Circulates everywhere; in the home-circles, work-shops, offices, stores, hotels — everywhere. Bridgeport is a newspaper-reading community of 65,000 people.

The Morning Union

Is the best advertising medium in the city; bright, newsy, clean and progressive. It covers all the territory where advertising is read.

The Morning Union

Prints the Telegraphic News of the New York Sun served by Direct Wire in its Editorial Rooms.

Write for Rates.

September IS HERE.

The opening of the fall season is now at hand. All indications point to good times.

Plenty of money has been distributed throughout the country during the last few months.

Crops are good and there are plenty of hungry people.

Money that has been tied up will now be invested.

The opportunity to secure your share of this money presents itself now.

Are you alive to the possibilities of your opportunity?

Your best salesman is your advertising and printing matter.

Is the advertising and printing matter you send out the very best in matter of preparation and execution?

If not, write me, sending samples, and I will tell you what should be done, also give estimate as to probable cost.

I believe we are to have a very prosperous season this fall.

I am out for my share of all that is going. My business is to do your printing.

Can you use my services?

WM. JOHNSTON,
Manager Printers' Ink Press,
10 SPRUCE ST., NEW YORK.

The Bicycle Trade and Rider,

WEST OF THE RIVER,

IS ONLY REACHED THROUGH

THE CYCLING WEST

Let us help you get agents where you have none, and help the agents you have, by advertising your goods before the riders in their vicinity.

WE HELP BOTH.

NO OTHER CYCLE PAPER REACHES OUR FIELD.

WE ARE ALONE.

Write us for special inducements.

The Cycling West Publishing Co.

BOX 133.

DENVER, COL.

The Troy Record

Invites
correspondence about
flat advertising
rates.

It is the leading paper in
Troy, New York.

MR. ADVERTISER:

It will pay you to put THE PATRIOT on your list.

Let us send you our rate card and sample copy of paper.

The Patriot,
Harrisburg, Penna.

The Western World.

We have many inquiries from advertisers who do not know the WESTERN WORLD for more detailed and specific information than is found in the directories. For the past eleven years and up to Jan., 1897, the WESTERN WORLD was published in the interests of one firm, and no outside advertising solicited. Since then a new corporation has been formed and we are pushing the paper in every conceivable way known to modern push and endeavor, and the WESTERN WORLD is meeting with such success, both in subscription and advertising, as to warrant us in hoping for a quarter of a million list within a very few years. We have our own office outfit—four presses, stitchers, cutters, type, etc., run by steam power, which enables us to produce the WESTERN WORLD at very low cost and in such numbers as can not fail of bringing good returns. Any advertiser is at perfect liberty to withdraw advertisement if in his opinion the returns do not warrant a continuance to the end of contract. We aim during the year to cover with extra sample copies such territory as our regular subscription list does not reach, thereby reaching every State in the Union in a more or less degree. Soliciting your patronage, we remain, sincerely yours,

THE WESTERN WORLD, 88 W. Jackson St., Chicago, Ill.

Through your agent or direct.

IT LEADS ALL RIVALS.

THE VANCOUVER (B. C.)

WORLD

Daily and Twice-a-Week,

has a larger aggregate weekly circulation than that of any other two newspapers in British Columbia combined. It is recognized as the best advertising medium in the Northwest.

Send for Sample
Copy
and Rate Card.

Address

THE WORLD,
VANCOUVER, B. C.

PROGRESSIVE BUSINESS MEN

Advertise in THE ARGUS

Shall we
tell you
why?



THE ARGUS COMPANY, Albany, N. Y.
James C. Farrell, Manager

Daily Newspapers For Sale

A company printing a morning and evening paper with both Associated Press franchises desires to sell its stock.

**BOTH Papers are on a Paying Basis,
Free from Debt.**

\$25,000 INVOLVED IN DEAL.

Equipment includes Web press, leased linotype machines, stereotyping outfit, electric motor, advertising type, etc. Location is good—city with a fine tributary field.

Present stockholders have good reasons for retiring; will retain minority interest if desired. Address

A. H. STACK,

Marquette Building, Chicago, Ill.

To Get Customers

Advertise in their favorite family paper,

THE EVENING JOURNAL

of Jersey City, N. J.

Average Circulation in 1897. **14,756**

Actual Average Circulation for Nov., Dec. and Jan., **15,407**

Toledo Daily News

circulation guaranteed to be larger
than any other Toledo daily.

For advertising rates and sample copies address
THE NEWS, Toledo, O.

The Right Circulation. THE INLAND has now a circulation of over 120,000 guaranteed. Proof of which will be given before pay is expected for advertising done. Post-office Receipts, Paper Mill Account, Press Rooms, Subscription Lists, are all open to advertisers.

The Right Principle. Any advertisement can be discontinued at any time for any reason. Paying only for space used. We rely wholly on making the advertisement pay you to hold your business. We have been told repeatedly that this was poor policy; it might be for some papers but not so with us. Our advertisers don't want to quit, they admire the fairness of the proposition and tell others. As a result our patronage increases; so far this year our advertising is over 100 per cent greater than for same period last year—that's what talks.

The Right Features.

THE INLAND is a religious and home journal combined. Besides our editorials on Timely Topics, Home Departments, Floral Suggestions, Stories, Cartoons and the best of general articles, we have the Sunday School Lessons, Junior Topics



and Prayer Meeting Lessons. The last three departments named secure us ninety per cent of our subscriptions and which to be of value must be studied weekly. Thus an advertisement is kept in the home an entire month and really the advertiser gets as much benefit from one insertion in THE INLAND as he would in four insertions in a weekly of same circulation. You save the cost of three insertions by using THE INLAND.

The Right Price. Rate—Reading Notices or Display, 50 cents per line. It does not cost a fortune to try THE INLAND, but it may help make one.

THE INLAND, THE MOST POPULAR PAPER
OF ITS KIND IN THE WORLD.

NEW YORK:
500 TEMPLE COURT.

St. Louis, Mo.

CHICAGO:
BOYCE BUILDING.

F. E. MORRISON, SPECIAL REPRESENTATIVE.

THE LARGEST AND BEST
FIVE-CENT MAGAZINE ❀❀

Each number is worth
double the cost price—
128 pages for only 5c.

The Half Hour

Complete Stories, Poems, Serial
Stories, Editorial Comments, Cor-
respondents' Department, Music
and fine Illustrations.

No cheap magazine gives adver-
tisers as large return.

Make your contracts now and
secure the benefits of the exceed-
ingly low rates.

Advertising agents will quote you
prices, or address us.

Copies of the "HALF HOUR"
on all news-stands.

Send for Sample Copy.

George Munro's Sons,

17 to 21 Vandewater St., New York.

THE LADIES' WORLD



Goes into nearly
Half a
Million Homes

Intelligent people place their confidence in time-tried acquaintances — those whose dealings with them have been just and upright; and a publication in its standing is very much like that of a person — its advertising is an index that shows its quality, and most people understand this point thoroughly. If an advertiser makes his announcement to the public through a medium which is known to exclude all questionable advertising, it must have much greater weight than where a reputable advertisement is surrounded by propositions that are known to be fakes or at best very doubtful. No man expects to inspire confidence in his integrity by associating with disreputable characters, and the associations of an advertiser are equally important.

A CLEAN PUBLICATION.

S. H. MOORE & CO., Props., 23-27 City Hall Place, N. Y.

DO YOU

Know of any single paper that covers exclusively as large and prosperous a field as THE ADVERTISER does?

DO YOU

Know that no paper in Alabama commands the attention and respect that THE ADVERTISER does? It is lacking in neither dignity nor ability.

THE ADVERTISER

Publishes every bit of the news. It is the only morning paper in Montgomery, and the only big one in its field. Rates can be had of Perry Lukens, Jr., 29 Tribune Building, New York, or

**THE ADVERTISER CO.,
MONTGOMERY, ALA.**

ONLY ONE FOR MEXICO

The American Newspaper Directory credits seven export papers with a circulation exceeding 1,000 copies. Six of these are published for all Latin-America. Only one,

Modern Mexico

is published exclusively for Mexico. Yet the American Newspaper Directory credits MODERN MEXICO with a circulation greater by 2,000 copies than any one of the other export papers.

Modern Mexico

is edited at Mexico City, and every word in it is for Mexico and about Mexico. It is the handsomest illustrated publication circulating in the Republic. It brings results to American manufacturers seeking trade in Mexico. For rates, etc., address

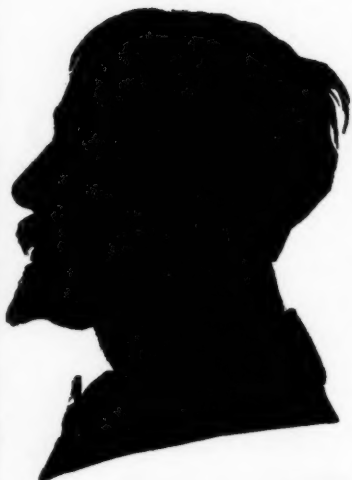
WILLIAM C. SMITH, Manager,

120 North Fourth Street St. Louis, Mo.

"TWO HEADS ARE BETTER THAN ONE."



When
you want
high-grade
lithographing
or
printing
send to
The
Gibbs
&
Williams
Co.
18 & 20
Oak Street,
N. Y.,
corner New
Chambers



THE STAMP
OF ORIGINALITY.



A



Money Maker



CIRCULATION:
165,000 COPIES.



ADVERTISING:
75c. PER AGATE LINE.

None but Clean Advertisements from Reliable
Advertisers Accepted.

FORMS CLOSE 10th OF MONTH PRECEDING
DATE OF ISSUE.

Agricultural Epitomist

INDIANAPOLIS, INDIANA.

OR RELIABLE ADVERTISING AGENTS.

The Nickell Magazine

*Has the largest circulation
of any magazine
published in New England.*

**OCTOBER EDITION
85,000
GUARANTEED.**

*NICKELL MAGAZINE,
4 Alden Court, Boston, Mass.*

NEWS OF THE BUSINESS OF CHARLES AUSTIN BATES.

I now do something in the way of placing advertisements in magazines and newspapers. Some of the best concerns in the country are my clients in this department, and I believe they will recommend my services.

I honestly believe I can save money for nine out of ten magazine advertisers—save money, cut expense and increase results.

Nearly all magazine advertisers spend too much money, and 75 per cent of their present expenditure would, if properly placed, produce more than present results.

It is worth the while of any magazine advertiser to talk to me about this.

I will not take all the work that comes. It must be my kind of work or I shall not undertake it.

One of my magazine clients wrote the other day: "August will be our banner month." Another said: "Our year closing October 1st will be the biggest we have ever had, and we believe that you are largely responsible for it."

My work does not end with placing the order with a publisher. I key my ads. I watch results. I follow up replies. I relieve my client of all the detail of following. I devise the plan for doing it.

I look at the trade end of the business. In other words, I try to see all sides of my client's problem. I become practically a part of his executive force, just as if I were on salary.

I believe in hammering at the trade at the same time I hammer at the consumer. I believe in getting at the dealer on both sides of the counter at once. I know how to do it—have done it successfully—am doing it successfully now. For proof I refer to my clients.

That's my magazine story.

For manufacturers and jobbers who believe they are not reaching their trade in the most effective manner possible I have a distinct and profitable proposition.

Those who would like to hear about a plan to increase their business from 10 to 25 per cent may do so if they will write to me about it.

Recently I have been making a large number of strikingly effective trade

paper ads. An example of my work in this line is the ad of the *New York Journal* on the last page of **PRINTERS' INK**. I make these designs in various styles, but strong contrasts of massed black and white generally seem to give the best results.

I want orders for more such work.

I make a large number of attractive booklets—from very cheap to very expensive. I write, illustrate and print. I have such facilities for the printing of high-grade work that I can frequently save money for my clients, though that should not be the object of my employment. What I propose is to make a handsomer, more convincing, more effective, more profitable booklet than you can get from any one else at any price. That's a broad statement, but if you analyze it and note the word "profitable" you will see that it is not unreasonable.

I have made the acquaintance of several hundred bright business men through my \$2 letters of criticism. The \$2 is exacted simply as a guarantee of good faith. It furnishes a business man a good excuse for asking my opinion and advice on his catalogue, or booklet, or circular, trade paper, or magazine or newspaper advertising, and it proves that he is not looking for "something for nothing." Send the \$2 with the catalogue—two catalogues, \$4; three, \$6. Address Charles Austin Bates, Vanderbilt Building, New York.

SEND 25 CENTS for
a copy of my new 224
page book,

"Short Talks on Advertising"

Small pages, 3x5 inches—124 illustrations. Bound in cloth, \$1.00.

Charles Austin Bates,
VANDERBILT BUILDING, NEW YORK.

California's Capital
is
SACRAMENTO.



California's

**Best
Home
Papers**

Are the

Daily Record-Union
AND
Weekly Union

THE LEADERS IN A CITY OF 35,000 INHABITANTS
AND IN THE GREAT SACRAMENTO VALLEY.
THE PAPERS TO ADVERTISE IN IF IT IS
DESIRED TO REACH THE HOMES.

The S. C. Beckwith Special Agency,

Eastern Agents, New York and Chicago.

Last Call



AFTER THE OCTOBER ISSUE, THE
RATE OF THE

AMERICAN WOMAN

Will be \$2.00 per line, agate measurement.

500,000 Circulation

Each Issue Guaranteed.

 Contracts Commencing in the
October Issue can be continued
t. f. at present rate, \$1.60 per
line, for all or part of the next
twelve months. 

**"THE PROOF OF THE PUDDING."
"Brings More Business Than Any Other Paper."**

Chicago, July 29, 1898.

Mr. Joseph W. Kennedy, Adv. Mgr. Vickery & Hill Co.
DEAR SIR: In response to your inquiry about our experience in advertising in The American Woman, would say that we have been using it regularly for the past ten months, and during this time we have used many other prominent mail order journals. We have found The American Woman to bring us more business than any other paper of this class that we have used. We take pleasure in informing you that we are well satisfied with our returns from The American Woman, and that we shall soon place another yearly order for our advertisement through Mr. A. J. Wilson, who has charge of our advertising.



Wishing you continued prosperity, we are,

Very sincerely yours,

C. W. STANTON CO.

C. W. STANTON, Pres't.

(NOTE—Yearly order from A. J. Wilson for the above firm arrived as copy was being prepared for PRINTERS' INK. J. W. K., September 7, 1898.)

 **FORMS CLOSE SEPTEMBER 20th.** 

SEND YOUR ORDERS THROUGH YOUR AGENT OR TO

THE VICKERY & HILL CO.

520 Temple Court, . . . New York City.

JOSEPH W. KENNEDY, Manager of Advertising.

GIVEN AN OPPORTUNITY

CUTELIX

will astonish you with its power for cleansing and beautifying the skin, curing all manner of skin diseases and healing burns, bruises and all skin injuries, removing dandruff and preserving the beauty of the teeth and the health of the mouth and gums.



Buy it of your druggist for twenty-five cents or we will send you a bottle by express for thirty cents.



CUTELIX COMPANY,

**253 Broadway,
New York.**

It's a good thing to

❧ **REMEMBER** ❧

that when you contract
for a poster display on the

Brooklyn "L"

you get 126 selected locations right where the people SEE them, the posters are kept clean, renewed frequently and are always there! no goats to eat them up, boys to tear them off or rain to wash them away. Your display is easily "checked up," and you get what you buy!



GEO. KISSAM & CO.,
253 Broadway,
NEW YORK.

READY-MADE ADVERTISEMENTS.

Edited by Wolstan Dixey.

Readers of **PRINTERS' INK** are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

The writer of the following ad says: "Every Tuesday and Friday I depart from my usual style and give the people something as per sample inclosed. You will be surprised when I inform you that since I issued my Bumble Series Messrs. Price have had to hustle to produce sufficient Dynamite to supply the demand."

The Bed Bugs Routed at Bumble's.

Once again to the Bumble home,
Millions of Bed Bugs came to roam.
Their tents they pitched on the beds of white,
And camped in peace 'till the morning light.
The Bumbles reached home that very day
From a yachting trip to Casco Bay.
They found the Bed Bugs, millions, too;
Bumble got mad and the air grew blue.
From past experience he acted right,
So ordered the **Insect Dynamite**.
The juice was squirted through every room,
Giving the Bugs quick trips to the tomb;
Soon as a critter got one whiff,
He kicked up his heels and landed stiff.
The Bugs were killed. Not another bug
'Round the Bumble premises showed his mug.
For what is there gained by a useless fight
Against **Price's Insect Dynamite**?

25c.-50c. PER BOTTLE.

C. H. & J. PRICE, 226 Essex Street.

The writer suggests that "May be this ad shows how effective humor is if handled right," but I believe it shows better than anything else the value of an object lesson. Humor is all right and not a bad thing at all when it creeps into an ad naturally without being lugged in, but better than any sort of wit is an example of just what the stuff does that you want to sell.

The subject of bedbugs isn't one that lends itself entirely to the humorist. It is a mighty serious and horrible subject when you come across it in actual experience. And yet a touch of humor will find its way into the subject in spite of all, and comes in here as appropriately as possible.

This ad tells how thoroughly and completely the Dynamite does its work. It doesn't leave any room for doubt or question as to whether a possible refugee bug managed to escape alive. It gives you a sensation of complete slaughter and consequent comfort and cleanliness. These qualities would

make it a good ad anyway even if it were in plain prose without a suggestion of humor.

An ad that carries conviction with it is a good ad. If at the same time the subject will admit of a catchy jingle which sticks into the mind and makes itself remembered, so much better.

I don't believe any advertising needs to be solemn and stiff and tiresome, but there are some people who stickle for straight-backed pompous dignity in advertising, as if business ought to be a perpetual funeral service; but bright, pleasant, agreeable, colloquial talk is—other things being equal—the better advertising. It is more human, and sells more goods.

GIFTS FOR D. C. VOLUNTEERS

Those who wish to show their appreciation of the patriotism and valor of the District Volunteers in the form of a gift will find in our stock a great variety of suitable articles at very reasonable prices.

Galt & Bro.,

JEWELERS, SILVERSMITHS AND
STATIONERS.



1107 Penna. Avenue.

Gunners, Attention!

The reed bird and ortolan season is here. You will require ammunition for shooting same. We have loaded shells in all the leading smokeless powders, as well as black, at the lowest prices. Call and see us at 1339 F street, opposite Ebbitt House. The oldest sporting goods house in the city.

M. A. TAPPAN & CO.,

There's Real
Pleasure
 in knowing that your beauty is heightened and your conversation made more interesting by a handsome set of pearly teeth. Such pleasure can be yours if you have a moderate sum to spend on them. The cleaning and whitening process is simple and painless. It gives pleasure rather than pain. It certainly does make you feel good to know that your teeth fairly sparkle with pearly whiteness.
DRS. COUGHLIN & WILSON,
 DENTISTS.
 S. W. cor. Penn. & Market Sts.

.....
Many a Good
Man  
 conceals his identity in a ready-made suit. If three and a quarter yards of good material in the hands of the tailor does not make the man, it certainly gives him greater power a-nong men.
 If you are still without your spring suit, and leaning toward ready made, drop in and see what we have in work for others at \$16.
E. BRADY & CO.,
 TAILORS.
 42 CENTRAL STREET.

PREFERABLE,
DON'T YOU THINK
 to pay us \$16 for a suit, the cloth and trimmings of which have been of your own selection, the style cut of your own choosing—a suit which has been man-made entirely? Preferable, isn't it, to the lady-made suit at the clothier's which sells for the same money?
 The Ready-made Suit is by the people for the people in general. The Custom-made Suit is by the tailor for the individual in particular.
E. B. BRADY & CO.,
 TAILORING, - 42 CENTRAL ST.

A Good Furniture Ad.
Costumers

\$1.00
No. 40—Costumer, \$1.00.
 They are convenient to have in a chamber, bathroom, hall or office. They are high, have six good, strong pins, and you will be surprised to see how much they hold. Antique Oak, Mahogany Finish or White Enamel.
 We have quite a line of Costumers in Quartered Oak, Solid Mahogany and all Brass that cost more money but are good values.

.....
JOSEPH SUTER,
Expert Jeweler
 Delicate repairing of Watches and Clocks.
 POST-OFFICE, PLATTSBURG.

Another Early Bird.
How About the Stoves!
 Are you sure they are in perfect order?—that some of the parts are not broken?—that they don't need a good cleaning? Let us give them a thorough overhauling—fix everything that needs attention—and make them all ready for cold winter weather. In time of peace prepare for war. Now is the time.
 Drop a postal. We'll come promptly.

Save 40c. on \$1.

Economy makes an easy chair for old age. Easy shoes, the kind we have been selling for \$5, in all sizes of Russia—Willow Tan, we are now closing out at

\$3.00

The Victor Shoe

NEEDS NO BREAKING IN.

Cor. Smithfield St. & 4th Ave.

It Pays • • •

TO ISSUE

• • **Neat,** • •
• • **Attractive**
• • **Printing** • •

It pays to catch the best class of trade—the money spending trade. You can't catch money spenders with penurious looking printed matter. You must use attractive work—not necessarily expensive—that will catch your customer's eye and cause him to read it.

A Good Steak

Choice Roasts, Lard and everything good to eat in the meat line—tender and cut right. If that is what you want, drop in and order it at

Bryan's New Market

ORDER BUTCHERING.

Camera Headquarters

Any kind you wish at the lowest prices in the Bay State. Our expert will talk photography with you any day. He knows his business.

For a Druggist.

Sulpholin

is the cheapest yet most reliable disinfectant on sale to-day. No house can afford to be without it. 25c. per bottle.

Catchy Things

Are our Lamps. We have Lamps of all kinds, from the tiny boudoir to the massive banquet Lamp.

THE EYE

is caught by the beauty and symmetry of our Lamps.

THE PURSE

is accommodated by the low prices on our Lamps.

Windy Days

Windy days will come, and you have to be out in them—sometimes on your bicycle. Some embarrassment saved when you know that your feet are properly clad in perfect-fitting bike boots, such as we are selling. We have just received the celebrated Slater Street Bike Shoe for men, and also \$1.50 and \$2 lines in Tan and Black; boys' sizes in Tan at \$1.15.

J. D. Climie.

A Stereotyped Phrase.

Office of
 "THE EDUCATIONAL INDEPENDENT."
 EDINBORO, Pa., Sept. 3, 1898. }

P. I. JONSON, 8 SPRUCE ST., NEW YORK CITY :

DEAR SIR—As you may perhaps remember, we have bought considerable news ink from you in the past, but have heretofore bought in 100 pounds only. We have found your news ink so satisfactory that in the future we propose to use no other news ink but yours.

Inclosed find a check for \$20, for which please ship us by Erie Dispatch, care of Cambridge Springs Station, Pa., 500-lb. barrel news ink, and **please be sure to have it exactly the same as the last.** Yours very truly,

THE EDINBORO PUBLISHING CO.
 C. J. Cooper, Manager.

The above publishers have been customers of mine for the past three years, and they have a stereotyped phrase which they use with each order—"SAME AS LAST." This is a far better testimonial than if they were to write a half dozen pages about the glowing qualities of my inks, and will go much further in inducing other customers to buy from me. My news ink is the best news ink in the world. That is all I claim for it, and if the customers are not satisfied with the goods, I buy them back at par, and pay all transportation charges.

I sell it as follows :

500-lb. barrels at 4c. a lb.	. . .	\$20
250-lb. kegs, at $4\frac{1}{4}$ c. a lb.	. . .	11 25
100 kegs, at 5c. a lb.	. . .	5 00
50-lb. kegs at $5\frac{1}{2}$ c. a lb.	. . .	2 75
25-lb. kegs, at 6c. a lb.	. . .	1 50

My terms are cash with the order. No money, no goods—no exceptions.

Send for my price list on job inks, and compare same with what you are paying to other houses. Address,

PRINTERS INK JONSON, 8 Spruce St., New York.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Readers of PRINTERS' INK may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. PRINTERS' INK "pays the freight."

Here is a letter that ought to interest a good many people.

With Mr. Bullock's letter is some equally interesting literature. I have not room for all of it, but I will reproduce the printed matter to which the letter alludes, and which is well worth reading.

NEW YORK, U. S. A., Aug. 10, 1898.
Chas. Austin Bates, Vanderbilt Bldg., New York:

MY DEAR SIR—My attention was attracted a few days ago to what you say in your department, page 60, July 20th issue, PRINTERS' INK, regarding advertising and for lawyers.

It may be of some interest for you to know that I, some nine months ago, established a bureau for the purpose of advising lawyers how to get business and help them to secure it. For some considerable time I conducted a department on professional advertising in one of the representative commercial, legal journals, and undertook to define and amplify professional advertising as it applies to the legal profession. Among other things I conducted a department of criticism, etc., which from the interest it aroused in various quarters, indicated that it was the most interesting department in the publication. Among other matters submitted to me was the phrase, "Claims Collected in Cold Blood," by our old acquaintance, A. F. McCormick, formerly manager R. G. Dun & Co.'s Indianapolis office, but at present practicing law in Portsmouth, Ohio. Mr. McCormick might be willing to tell you what I said about this.

I have within the past six months done a little advertising on my own account. The enclosed cards were run in the June number of the *American Lawyer*. The reading notice entitled "Something Really New" also appeared in that number. It paid me over 2,000 per cent in sixty days over the cost of the advertisement. I send you these cards thinking that they may be of some interest to the readers of PRINTERS' INK.

Possibly we might arrange between us to interest lawyers in the "Little Schoolmaster" to our mutual advantage and for the good of the lawyers. I should be pleased, at your convenience to talk with you relative to this matter. I am the first man on earth to undertake this work.

Yours very truly,

B. A. BULLOCK.

Something Really New.

Bradford Arthur Bullock, well known to many readers of the *American Lawyer* as an attorney, agency manager and advertising adept, has ear ed the unique distinction of having originated something really new in the commercial law world. Last October he opened an office in the St. Paul Building, 220 Broadway, where he represents leading lawyers desiring to increase and better their business. He accepts a retainer from a limited number of attorneys—one firm only in the principal cities of the United States and one or two Canadian cities—and devotes his entire time to their in-

terests. He secures for them desirable connections with commercial agencies, law firms and mercantile concerns in New York and elsewhere in the principal commercial centers; also advises them where and how to advertise and helps them to secure representation in the better class of legal directories, etc. He is the business advocate, or confidential and executive partner, in a representative sense, of these several law firms who employ him and who keep him advised of financial conditions, including assignments, impending failures, etc., among local debtors.

In point of results his service is the quickest plan that has yet been employed to develop satisfactory business. In a number of instances Mr. Bullock has been able to secure good business for attorneys he represents within two days from the beginning of the service. Contracts are made for a year, and he represents only attorneys recognized as representative lawyers. Perhaps no man in the United States has a personal acquaintance with as many lawyers, agency managers and mercantile houses as has Mr. Bullock, who originated this work because of his peculiar fitness to make it a success.

Accompanying Mr. Bullock's literature is a circular from Mr. A. F. McCormick, which I will also reproduce, and the reader can guess what Mr. Bullock told Mr. McCormick about it.

In the upper left-hand corner of this circular is what seems to be a drop of blood, upon which appears in white lettering "Claims in cold blood."

The wording of the circular is as follows:

A complete report as to the financial standing and worth of every merchant and manufacturer in Scioto County on file in these offices.

LAW OFFICES OF A. F. MCCORMICK, }
Portsmouth, Ohio. }

STOP THIEF!

It has cost me time and labor to gather the information sent herewith. It is valuable to you. You have promised me either direct or through the agency whose blanks you may be using to recompense me by sending me your business. Are you doing it? If not you are a robber, a deadbeat. You are obtaining something of value by false pretense and you ought to be arrested. When you come to Scioto County call at my office and give yourself up. I will show you the most complete set of reports you ever laid eyes on, and convince you that mine are the only offices in Portsmouth, Ohio, properly equipped for the speedy handling of claims. Now be honest and send your business where you get your information.

Yours truly,

A. H. MCCORMICK.

Whatever Mr. Bullock may think of this circular, I think it must have taken colossal nerve to send it out,

and I do not believe it ever brought anything back except a snort of disgust.

It is such things as this circular that keep alive that moribund old specter, the ethics of the profession.

When some lawyers advertise in this style it is small wonder that the more self-respecting members of the profession fight shy of advertising. To many of them this appears to be the only way in which a lawyer can advertise at all. In preference to these blood and thunder methods they prefer abstaining altogether.

As to Mr. Bullock's work I think it very interesting and that it ought to be very profitable.

There should be a big field for a specialist who devotes himself to legal advertising.

Formerly the advertising writer was a specialist in advertising; now he is beginning to be a specialist in some one particular line of advertising.

"Qualified?" is the name of a brightly written booklet advertising the commercial department of the Young Men's Christian Association at Holyoke, Mass.

The cover of the booklet is especially good. It consists simply of the word "Qualified" in large letters, followed by a number of want ads apparently taken from the column of a newspaper. I will reproduce the wording of the cover and also the first page of the reading matter which continues the thought of the cover.

QUALIFIED?

WANTED—A young man as assistant in office; must be a good penman and quick and accurate at figures. Address—Office.

WANTED—Clerk to be generally useful in office work, must write plainly and be quick at figures and accurate. Apply at 9 o'clock, —High St.

WANTED—Immediately, a competent bookkeeper, who understands stenography. Apply by letter stating experience, references and salary expected. J. B. — & CO.

WANTED—Young man, about 18 years of age, to learn our business, starting in shipping room at \$5 a week; must have business education, reside in—, and come well recommended. Apply to—, City.

Have you been there? Do you remember the questions that were put to you? Did you wonder why you were not given the chance? Fact is when a man in the business world wants the services of another, he wants expert service. Men do not employ recommendations or intentions—these are all good in their way, but they go a very little way if they are not backed up by ability to pursue practical business methods. Methods come easy to some,

harder to others, but all have to learn them. Ours is a School of Business Methods, supervised by business men. We sharpen the tools that men work with, their intellect and common sense. This booklet tells about it.

The ads of the Jacob Dold Packing Company, of Kansas City, are written by Mr. Charles H. Dold.

They are very readable. Each one is commenced with a black and white drawing illustrating the head-line of the ad.

Here is one of a kinky-haired darkey girl who is admiring herself in a pier glass, which is headed, "Pausing for Reflection." I reproduce the reading matter of the ad, as it is a very good specimen of the argumentative style.

The phrase "honey cured" is a novelty which replaces the time-honored "sugar cured" as applied to hams.

The other ads are in the same style and are all equally good.

Pausing for Reflection.

If a man came to you with a glittering brick and wanted to sell it to you for a gold brick, you'd "pause for reflection." No matter how brilliant it might appear on the surface, you'd want to dig down to the center to test its true intrinsic worth.

If a man were to offer you a beautifully wrapped and tin-foiled ham at a low price, would you buy it? Probably, because it looks nice and the price is tempting. Why don't you "pause for reflection"? Why don't you unwrap it and cut it in two, and thereby arrive at its intrinsic value, just as you would a gold brick? It is more important that a ham should be good than it is in the case of the gold brick—it has to be eaten. You know that if you've got anything to sell that's of any account, you'll ask a good price for it. Why? Because it's worth a good price. Therefore, if, when you are offered something first-class (?) at a low price, you'd "pause and reflect," you would never buy it; your judgment would tell you it can't be good.

Now, take a honey-cured ham; cut it in two, broil and slice over the glowing coals without parboiling; then fry a piece; then boil the balance and try it cold; subject it to every known test—then you'll arrive at the intrinsic value of it. Do this with a honey-cured ham in company with a few other so-called "cracker-jack" brands of hams, and it'll make you "pause and reflect" that

"IF IT'S HONEY CURED IT'S THE BEST."

The Jacob Dold Packing Co.

Here is a letter and an ad from Mr. Climie. Mr. Climie has the right idea.

As for the ad, it would be good but for one thing, and that is that it appeared in a fall fair prize list.

I should not think that it would be good policy for the editor of a newspaper to sit up nights cudgeling his brain to think up good ads to fill up a prize list with, when he is running a newspaper which presumably has advertising space to sell.

Aug. 20, 1898.

Chas. Austin Bates:

DEAR SIR—A great point with an advertising solicitor is, of course, to get work from a man who does little or no advertising. The most effective scheme I have yet found is to go to such a man, who usually is a poor hand at getting up an ad, with one written out in such a way as you think will land your man—such a one as the inclosed which was, at least, successful from my standpoint in that it secured the order—whatever it may do for the advertiser. It appears in a fall fair prize list. Yours truly,

W. CLIMIE.

BASSWOOD BOOTS.

You all remember John Ryder, a shoemaker in the early days in Listowel. He made a Bargain with a farmer for two cords of wood in payment of a pair of Boots. The farmer delivered the wood, one cord of Basswood and one cord of Soft Elm. Ryder delivered the Boots and they went all to pieces with one week's wear. The farmer came back, mad all over, and wanted to know what kind of stuff they were made of. "One was made of Basswood and the other of Soft Elm," said Ryder, and the farmer said no more.

If you want good sound Stock that will stand the wear, call on W. Klemmer, next door to *Banner Office*, Listowel.

Repairs attended to promptly and strong, neat work done.

W. KLEMMER,

MAIN ST., LISTOWEL.

I have three finely printed booklets from the Westinghouse Electric and Manufacturing Company of Pittsburg, Pa.

One of these books has the following formidable title: "Quarter of a Million Horse Power of Polyphase Electric Transmission Apparatus."

This is but another way of expressing the fact that Niagara Falls can be harnessed up to run buzz saws and flour mills and trolley cars in different parts of the Union.

The book is intended to show that the electric power generated in the Westinghouse apparatus can be stored up and transported anywhere to do any work.

Aside from this interesting information the book appeals to every lover of good printing from the fineness of its work.

The cover design is lithographed in six colors.

The book is illustrated with full page half-tones, and is printed on heavy wood cut paper.

The imprint of the Chasmar-Winchell Press of New York is sufficient explanation for the very good book work.

The second booklet of the Westinghouse Company is also printed by the same artistic printers, and is entitled "Electric Mine Haulage."

The cover design is in dark green and brown. It is printed on a light green paper and the pages are beautifully arranged pieces of printing.

The reading matter is, of course, exceptionally technical.

The third book is called "Electricity for Machine Driving."

The cover is beautifully embossed in black on a rich red. The paper and half-tone work on the inside are beyond criticism, but the typesetting and arrangement of the matter on the pages is nowhere near as good as the other work. Jensen Italic is used for the headings, with two fine rules under each head.

These rules are too heavy to go with Jensen, and they would have been better omitted.

The cover designs and trade-marks with which these booklets are ornamented are the work of Mr. F. G. Bolles, of the Westinghouse Company, and do great credit to his artistic taste.

DARDANELLE, Ark., July 2, 1898.

Charles Austin Bates, New York:

DEAR SIR—I mail you to-day copy of Dardanelle *Post-Dispatch* with our ad in same; you will note sample of goods attached, as I got idea out of *PRINTERS' INK*; would be pleased to have you comment on same. It takes well here and turned out to be the best advertisement we ever tried; it proved a big success with us. Respectfully,

A. J. KAYSER, of Boston Store.

I will not comment on the ad of Mr. Kayser, because the copy of the Dardanelle *Post-Dispatch* which he says he sent me never reached me.

If Mr. Kayser or any one else wishes me to comment upon their advertising they must hitch the ads and the letter so closely together that they can not possibly get separated in the mail.

The mail matter which comes to my office, or through the office of *PRINTERS' INK* is so large that the chances are not one in a thousand that a newspaper traveling on its own recognizance will ever be on speaking terms with the letter which explains it.

ONE EYE WITNESS **IS BETTER THAN** **TEN HEARSAYS.**

That our papers give results is not a matter of hearsay. Hundreds of eye witnesses (advertisers) testify to the fact that the way to get Results is to advertise in

Boyce's **MONTHLY** **WEEKLIES**

The monthly has a proved circulation of over 500,000 copies and the weeklies over 600,000; the rate per line in each is \$1.60, no discounts. Come and go as you please. Let your results determine the length of your contract.

YOURS FOR RESULTS,

W. D. BOYCE CO., **Boyce Building,**
CHICAGO.

